

Welcome to

The NEWSWRITER



V. 2.0

Learning to Write Accurate and Timely News Releases

December 2003

This program is designed to be a self-contained interactive course on CD. It can be viewed on any computer running Adobe's Acrobat Reader program. It does not require an Internet connection, although the links to external Web sites will not work without one. Please be aware that some functions will be operational only with version 5.0 and higher of Reader. The program is available as a free download for all popular operating systems from www.adobe.com.

Several of the activities ask you to enter text or create a written document. For most of these, a field has been provided for you to type into. Keep in mind, however, that your text is not held in memory; it will disappear when you close NewsWriter.

Another option is to open a new document in your word processor (e.g., Microsoft Word) and type your work there. You can save, edit and

print from it as usual, keeping NewsWriter open simultaneously.

This navigational system has been designed to operate much like that of a standard Web site. Most words and graphics in blue are hyperlinks that will take you to the appropriate destination within NewsWriter. To navigate between sections or to exit the program, use the links provided at the bottom of each page.

The interface has been designed to allow easy access to all areas of the program, while keeping your computer's standard menu bars out of sight. However, should you desire to access your computer's standard navigational tools (for instance, when using a word processor simultaneously), just use the Menu Bar control at the bottom of each page. Press the control once to turn the controls off and press again to turn them back on.



A vendor sells newspapers during the Civil War, 1863. The modern newspaper began to take shape in the 16th century.

Enter ►

The NEWSWRITER



V. 2.0

Learning to Write Accurate and Timely News Releases

December 2003

IN THIS ISSUE

[Click on titles to jump](#)

Introduction	This page
Chapter 1: Inside the Newsroom	3
Chapter 2: Matters of Style	5
Chapter 3: Properties of a News Release ..	7
Chapter 4: Organizing Information	8
Chapter 5: Elements of a News Release	9
Five W's and H	
Writing the Lead	
Writing the Body	
Writing Headlines	
Using Quotes	
Chapter 6: Now What?	12
Getting a Release Reviewed	
Dissemination	
Be Ready	
Media Monitoring and Analysis	
Rapid Response	
Chapter 7: Other Skills	15
Writing Talking Points	
Writing for the Broadcast Media	
Writing Public Service Announcements	
Writing News Advisories	
Conducting News Conferences & Briefings	
Creating Media Lists	
Tracking Media Contacts	
Glossary of Media Terms	21
Acronyms & Abbreviations	29
Writers' Resources	31

Introduction

Following an emergency event, information can be as vital as food, water and shelter to those who are affected. The job of a Public Information Officer (PIO)/Public Affairs Officer (PAO) operating within a Joint Information System (JIS)—either at a Joint Information Center (JIC) or off site—is to contribute to the well-being of the community by disseminating information that is timely, accurate, useful, consistent and easy to understand. To do this successfully, the PIO/PAO must establish a partnership with the news media.

One of the most effective and important methods for communicating with the news media is the news release. In its basic form, the news release is a mechanism for providing information to the news media, and by extension to the general public. The value of the news release is that it allows for a uniform, coordinated and consistent message to be presented, which is a central goal of the JIS.

The news release often represents the first opportunity for the JIS to deliver critical response information regarding an emergency event to the media and to the public at large. Further, since a news release is in a written and hence more permanent form, it is seen as a definitive accounting of the situation. For better or worse, the news release is the calling card of the JIS and the JIC. By keeping the topic narrow and

focused, the news release will almost always have its intended effect.

This training workbook will cover the practical considerations involved in writing a news release, such as structure, tone and content, as well as other factors that can determine the effectiveness of a news release, like deadlines and dissemination. The practical activities should improve the user's skills in developing clear, concise, understandable and appropriate news releases and related material for the news media and the public in an emergency. The workbook also will provide other resources helpful to the application of these skills in a real-world situation. Finally, the workbook will address the use of news releases and the many other methods of communication that are available as strategic tools for the PIO/PAO during an emergency response.

It is hoped that upon completion of the training, a solid foundation will have been established for the skillful and effective use of news releases within the JIS framework. Given the myriad demands that occur in the immediate aftermath of an emergency event, the luxury of learning news writing skills on the job does not exist. Time spent in such a pursuit would come at the expense of responding to critical information needs. A small commitment now will yield significant dividends in the future. ■

Chapter 1: Inside the Newsroom

In their 1995 book *The New News Business*, John Chancellor of NBC and Walter R. Means of the Associated Press addressed the state of their craft: “[T]he essential requirements of journalism have not changed. They are as simple, basic and difficult to achieve as ever: reporting, writing and broadcasting to inform swiftly, objectively and accurately.” Beyond that, most journalists also believe it is their responsibility to give background and context to what they are reporting.

Here is how one long-time newspaperman describes that role in Donald M. Murray’s *Writing to Deadline*: “After putting the facts on the public record, I think our task is to help the reader find his or her way through the facts, to help the reader make sense of them.... [It is] the capacity to take in and interpret information.” In other words, it is the job of the reporter to not only tell a reader what happened, but also to explain what it means.

In journalism, there are a number of enduring news values. As identified by Catherine McIntyre in *Writing Effective News Releases*, these include: conflict; progress and disaster; consequence; eminence and prominence; timeliness and proximity; novelty; and human interest. These values can be pursued via a number of different methods and from a number of different sources, including original reporting, wire services, word-of-mouth and/or telephone tips, and news releases.



Denver Public Library

The goal of journalism has changed little through the years: swift, objective and accurate reporting.

Continue ►

In a 1973 study by Leon V. Sigal titled *Reporters and Officials, The Organization and Politics of Newsmaking*, it was found that almost 60 percent of the editorial contents of *The New York Times* and *The Washington Post* were generated by public relations efforts. While this figure will vary between outlets and genres, the value of news releases and related public affairs activities is well established.

According to Merry Aronson and Don Spetner in *The Public Relations Writer's Handbook*: "Today, news releases, press conferences, official proceedings, and other nonspontaneous events continue to make major contributions to news coverage in these two large, well-respected newspapers. In smaller newspapers, the percentage of nonspontaneous material is even higher."

As recounted in *Writing to Deadline*, a journalist is often asked, "How do you know a story is finished?" The usual answer: "When you get to the deadline." Whether a print or broadcast journalist, a reporter's life is largely defined by deadlines. Basically, there is a news hole that must be filled by certain times each day, and except in extraordinary circumstances deadlines are both irresistible force and immovable object.

In writing news releases, or providing information via other methods, the PIO/PAO should be mindful of the deadlines for the various print and broadcast news media. This ensures that the information provided will find the widest audience possible.

Whether a print or broadcast journalist, a reporter's life is largely defined by deadlines.

For a daily newspaper, there will be one or more deadlines each day for the next edition. Many larger newspapers have different deadlines for the different sections and pages within the paper, as well as different deadlines if there are multiple editions. While a weekly or monthly publication has greater lead time, they too will have an absolute deadline for publication.

Generally, evening papers have deadlines that fall earlier the same day; morning papers, the previous night. With radio and television

programs, news broadcasts are scheduled for precise times, thus reporters must have their stories completed by the established deadlines.

In *The New News Business*, Chancellor and Means wrote of what they call the "simultaneous joy and torment of writing and editing news for a living" — "There's always another story, another edition, another broadcast. Yesterday's achievement won't last, but then neither will yesterday's lapse." And finally, always, always remember: EVERYTHING said to a reporter should be considered "on the record." ■

ACTIVITIES

[Click below to jump](#)

- ▶ [The reporter's perspective](#)
- ▶ [Who's who in a newsroom](#)

End of Chapter 1

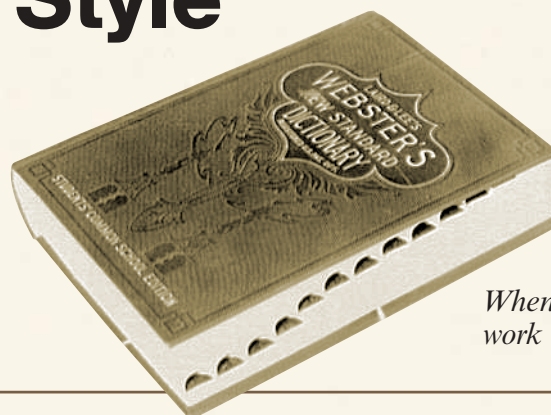
[Click here to begin Chapter 2](#)

Chapter 2: Matters of Style

In a news release, the way something is said can be just as important as *what* is said. By proceeding with diligence, the writer can learn to communicate effectively through the simple, direct and thoughtful use of language. The challenge is perhaps best expressed by Strunk and White in *The Elements of Style*, which remains the definitive work on technical matters of writing:

The language is perpetually in flux; it is a living stream, shifting, changing, receiving new strength from a thousand tributaries, losing old forms in the backwaters of time. To suggest that a young writer not swim in the main stream of this turbulence would be foolish indeed, and such is not the intent of these cautionary remarks. The intent is to suggest that in choosing between the formal and the informal, the regular and the offbeat, the general and the special, the orthodox and the heretical, the beginner err on the side of conservatism, on the side of established usage.

Lest a writer think that matters of style have no influence on how a news release is received, consider this from Chancellor and Means in *The New News Business*: “The story written with precision and care is the story most likely to be read that way. Make a silly mistake in the use of a word, and the reader — many readers — will spot it and conclude that the reporter doesn’t know what he’s writing about. If something so easily checked as the use of a word is wrong, it can make a story suspect.”



When writing news releases, always work with a dictionary nearby.

Here are some additional thoughts from Chancellor and Means on writing for maximum effect:

- ✓ “Superlatives should be approached with extreme caution.... Be equally careful with absolutes.”
- ✓ “It is said that genius lies in the details. Good newswriting also lies in the details. It is the job of the writer to weave these threads of life into the story, to add authenticity and character to the bones of fact and circumstance.”
- ✓ “Clichés are phrases which once were fresh and shining, but have lost their utility. A cliché is a white dwarf of the language, hanging on to existence but of no value.”
- ✓ “Avoid hyphenated gimmicks such as crisis-prone, debt-ridden, death-defying, tortoise-paced and emotion-charged. These cover a lot of ground very briefly, but their use is hackneyed.”
- ✓ “Color is best produced with details, not with adjectives. Detail is the heart of color.... Color that dominates the story is super-imposed. Descriptive detail that flows as part of the story adds to the writing, to the reading, and to the information.”
- ✓ “The best writing provides translations, not jargon.”
- ✓ “Short, punchy words are almost always better than long, complicated words.”
- ✓ “Newswriting abounds in useless modifiers. Beware the extra word. Don’t use it unless it adds something to the meaning of the sentence.”
- ✓ “Done right, the phrase of analysis explains the facts. Done poorly, it smothers them.”
- ✓ “It bears repeating that ‘said’ is the handiest word in the language. It usually beats declared, claimed, contended, asserted, alleged, promised, and all the others.”

Continue ►

In *On Writing Well*, author William Zinsser discusses how he taught students at Yale University to clear the clutter from their writing:

I would put brackets around any component in a piece of writing that wasn't doing useful work. Often it was just one word that got bracketed: the unnecessary preposition appended to a verb ("order up"), or the adverb that carries the same meaning as the verb ("smile happily"), or the adjective that states a known fact ("tall skyscraper"). Often my brackets surrounded the little qualifiers that weaken any sentence they inhabit ("a bit," "work of") or the announcements like "I'm tempted to say." Sometimes my brackets surrounded an entire sentence — the one that essentially repeats what the previous sentence said, or that tells the reader something he doesn't need to know or can figure out for himself. Most people's first drafts can be cut by 50 percent — they're swollen with words and phrases that do no new work whatever.

Generally, the writer of a news release should focus on the newsworthy elements of the story, using clear and simple language that is long on information and short on adjectives. News writers have to be particularly mindful of avoiding jargon and technical language. Always write with two books nearby — a dictionary and a stylebook. Use a dictionary if there is even the slightest doubt about the meaning of a word.

Focus on developing a consistency of style, creating an in-house style sheet that augments the stylebook by addressing questions unique to the writer's organization. While there are a number of stylebooks on the market, the *Associated Press Stylebook and Libel Manual* is used in most newsrooms across the country. ■

ACTIVITIES

[Click below to jump](#)

- 1 ▶ [Proofreader's marks](#)
- 2 ▶ [Clean \(up\) the clutter](#)
- 3 ▶ [Which word do I use?](#)
- 4 ▶ ["Unrules" on style and usage](#)

End of Chapter 2

[Click here to begin Chapter 3](#)

Chapter 3: Properties of a News Release

In *The Public Relations Writer's Handbook*, the authors note the importance of a consistent style and format in news releases. What follows is a listing of key news release elements drawn from that book as well as from other sources:

- ✓ Include a date showing when the release is issued and another date showing when it should be made public, if appropriate. Any restriction on when the information may be used is called an “embargo.” If the release has no time restrictions, it should be marked “For Immediate Release.” Whenever a time is indicated, include the applicable time zone as well.



News releases should be typewritten and double spaced on standard letter-size paper.

- ✓ Each news release issued should prominently feature on the top of the page the time and date that the information is current as of. The news release also should have its own file name (such as `c:\office\wpwin\wpdocs\csepp\newsrel.sav`) in eight-point type on the bottom of the page for internal tracking and location electronically.
- ✓ Include the name and phone number of the person(s) to whom media inquiries should be directed. Consider including an after-hours number as well.
- ✓ Use official letterhead when possible, as it will quickly identify the originator of the news release. It also lends credibility and professionalism to the release.
- ✓ All copy should be typewritten and double-spaced on a single side of standard 8½ x 11 paper. Margins of at least one inch on all sides should be used.
- ✓ In bold-faced type, include a headline or topic line and a dateline. (A dateline identifies the location from which the news release is being issued. According to Associated Press style, datelines on stories should contain a city name, entirely in capital letters, followed in most cases by the name of the state, country or territory where the city is located. Consult the *AP Stylebook* for detailed guidelines.)
- ✓ News releases should be kept to one page whenever possible, but when a release continues for more than one page include the word “more” on the bottom of the first page. Also identify the second page with the subject (called a “slug”) and the page number (written as “2 of 2,” “2 of 3,” etc.) in case the pages become separated. It is best to put the page number on the right-hand side of the page so that a staple does not hide it. Do not split a paragraph between the first and second page.
- ✓ At the end of the news release, use “-30-” or “###” to indicate its conclusion. ■

ACTIVITY

[Click below to jump](#)

- ▶ [View a news release template](#)

[End of Chapter 3](#)

[Click here to begin Chapter 4](#)

Chapter 4: Organizing Information

To write a good news release, the writer must first understand the essence of what is to be communicated. This involves summarizing and organizing the information that is important. It also might include taking extra steps to research and learn more about the subject matter and background of the release — a process called “writing with information” (*Writing to Deadline*).

The summation and organization of information into coherent story form is one of

the greatest challenges faced by anyone attempting to write a news release. The often-overlooked process of determining what to include in a news release, and then organizing the material in a way that promotes a clear and accurate understanding by the reader, is essential to the successful delivery of information. Remember, all the information that is included and all that is discarded will reflect the preferences, choices and values of the writer. ■

Organizing information is a major challenge for news writers (and newsstand operators).



ACTIVITY

[Click below to jump](#)

- 1 ▶ [Grouping available information into logical topics](#)

End of Chapter 4

[Click here to begin Chapter 5](#)

Writing the Lead

Consider what these two prominent authors of fiction had to say about the lead. From Raymond Carver: “I have that opening line and then everything seems to radiate out from that line.” And Joan Didion: “What’s so hard about the first sentence is that you’re stuck with it. Everything else is going to flow out of that sentence. And by the time you’ve laid down the first TWO sentences, your options are all gone.”

While fiction writing and news writing differ in many significant respects, they do share a reliance on the story lead to set the tone for what follows. Or, as Chancellor and Means put it: “Leads are keynotes, the overtures, the tee shots of newswriting. Properly crafted, the lead answers questions before they are asked and promises more answers to follow. The lead sets the theme and points the way. That is a lot to ask of a sentence or two. But it is neither so awesome nor so mysterious as it sounds. A lead is simply a disciplined beginning.”

The same high standards apply for a news release. Its lead should be stylistically indistinguishable from the lead of a straight news story. In writing a news release, perhaps it is easiest to think of the lead as a punch line. By starting with the conclusion, rather than building up to it with careful reasoning, the most important information will be communicated immediately and fully, which is the goal of the lead. Another helpful way to think of the lead is as a summary statement that captures the details that follow.

“Leads are keynotes, the overtures, the tee shots of newswriting.”

Sometimes it may be easier to write and organize the details first, and then add a lead sentence or two. Regardless of how it is accomplished, the goal of the writer should be to get the essence of the story in the lead.

Finally, remember that the lead does not have to be accomplished in only one sentence. It is acceptable for the lead of a news release to be written in more than one sentence if necessitated by the amount of information to be communicated. At the same time, do not try to include too much information in a release. Focus on what is truly important, and put unrelated material into a separate release.

ACTIVITIES

[Click below to jump](#)

- 1 [Writing the lead of a news release](#)
- 2 [Writing leads: practice, practice and more practice](#)

Writing the Body

A press release should be a complete story, so once the lead has been written the rest of the story will need to be told — or put another way, the lead makes a promise that the story has to fulfill.

More from Chancellor and Means: “That first sentence is crucial, and if it is done right, the story is on the way. It has a head. Now it needs a body.... A well-written lead makes commitments to the reader, and they have to be fulfilled. The lead makes a point, or perhaps several. The story proves them.... Look at it that way, and the lead will provide a road map for the story that follows.... A news story has a plot that unfolds, one paragraph to the next. It goes somewhere, in a logical sequence. Or it should.”

It may sometimes be helpful in writing the body of the news release to create an outline to ensure a clear and logical flow of information.

ACTIVITY

[Click below to jump](#)

- 1 [Writing the body of a news release](#)

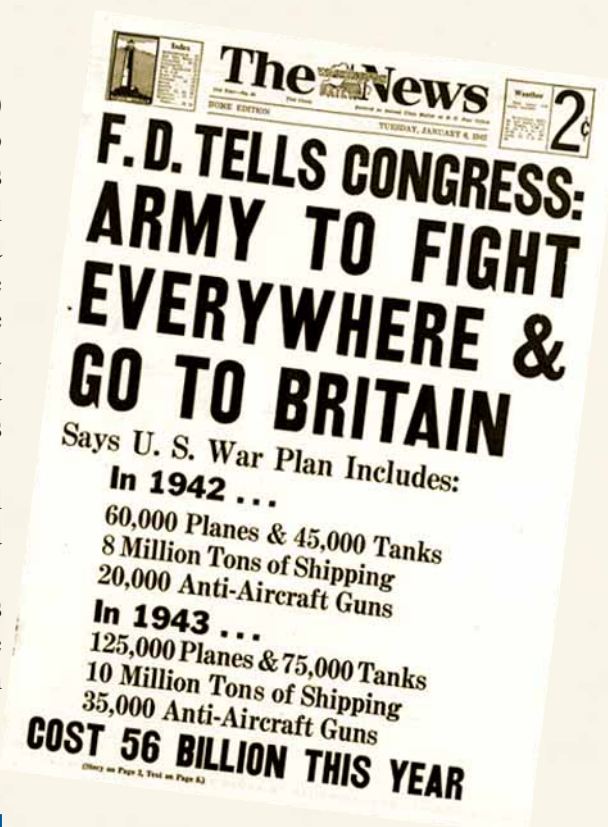
[Continue ▶](#)

[◀ Back](#)

Writing Headlines

Whenever possible, a headline (or topic line) should be included at the top of a news release to summarize the story. A headline catches a reader's attention and can help to color the reader's initial opinion of the subject matter. Information for a headline should be drawn from the text of the news release and, like the lead, should capture the essence of the story that follows. If there is a large amount of information to be communicated in the headline, a sub-head can be included as well.

Since most editors using a news release will write their own headlines, the news writer should not spend too much time creating a headline. However, smaller newspapers sometimes run news releases verbatim with the news release headline or topic line exactly as written, and for that reason alone they are worth including.



A good headline can catch a reader's attention.

ACTIVITY

[Click below to jump](#)

- 1 Writing the headline (or topic line) of a news release

Using Quotes

Quotations are a standard element in a news release. Used properly, quotations can lend authority and credibility to the news release. On a practical level, quotations provide sources for the information that is being relayed — which is of particular importance to journalists, as they need to explain clearly and precisely how their information is gathered, and from whom. A statement with attribution is almost always preferable to one that isn't.

Depending on the preferences of those being quoted, the quotations can come directly from the source or can be made-up by the news writer and subsequently approved by the source. In news releases, it is common for the writer to create the quote first and then have it approved by the source. However, even if a quote comes verbatim from a source, it should be approved by the source again prior to release. As a rule, quotations should only provide relevant information pertinent to the subject of the news release. ■

ACTIVITY

[Click below to jump](#)

- 1 Writing quotations for a news release

End of Chapter 5

[Click here to begin Chapter 6](#)

Chapter 6: Now What?

Getting a Release Reviewed

Now that the release has been written, it must be reviewed. This step is designed to help prevent incorrect facts or sensitive information from being published. The list of reviewers may be quite long, and the process often requires copy to be rewritten several times before it can be released. Writers should not be discouraged (or surprised) when their copy is altered — it is an important and necessary part of the process.

A sign-off sheet should be attached to the news release so that reviewers can date and initial their remarks. This will be helpful later if there are questions about the review process. The bottom line is simple — do not disseminate a release until the required review and coordination stages have been completed.

ACTIVITY

[Click below to jump](#)

- 1 View a sample news release review and sign-off sheet

Dissemination

Once written and approved, the PIO/PAO must consider how to get the news release to reporters. There are a number of different methods of dissemination, though the most common are mail, fax, e-mail, Web sites, wire services, telephone and in-person delivery.

Since there is little time for administrative tasks in the immediate aftermath of an emergency event, PIOs/PAOs will likely find it beneficial to have an updated media list that includes each outlet's preferred method for receiving news releases. Short of that, it will be helpful to keep a tally of media contacts during the event and ask reporters how and where they would like to have news releases provided. See Chapter 7 for additional information about creating media lists and tracking media contacts.



There are a number of ways to disseminate information, including in-person delivery.

Be Ready

After the news release has been written, approved and disseminated, the job of the PIO/PAO still is not finished. One of the most important remaining responsibilities is to be prepared for follow-up inquiries from the news media. While a news release answers questions, it just as often generates more questions.

An experienced PIO/PAO can anticipate the kinds of issues that a release might raise, if not the exact questions themselves. To complete the process started by the news release, it is imperative to be ready for anticipated and unanticipated follow-up questions by focusing on the key information to be communicated, avoiding speculation and knowing where to find answers.

The *FEMA Emergency Information Field Guide* offers these basic guidelines for working with the news media:

- ✓ Be aware of and sensitive to media deadlines.
- ✓ Respond promptly to all media inquiries. Always answer requests for information, even if only to report that the information is not available or will not be available until a given time in the future.
- ✓ Reply to questions thoroughly and accurately. Do not provide more information than is requested.
- ✓ Be honest and open. If unsure of something, say so and get back to the reporter as quickly as possible with the correct answer. Ask about deadlines.
- ✓ Do not get into in-depth discussions with reporters about the programs of other agencies.
- ✓ Always be diplomatic. Especially if a request seems unreasonable, deal with it in a tactful manner.

ACTIVITIES

[Click below to jump](#)

- 1 [Anticipating questions and getting answers](#)
- 2 [Recognizing information gaps in a news release](#)



Back

Media Monitoring and Analysis

An effective emergency response and recovery operation should consistently monitor and analyze daily news reports (including television, radio, wire services, newspapers and the Internet) to identify issues and trends in news media coverage. When monitoring, it is important that the information be looked at from the perspective of the public and the news media. This process will help to determine the overall effectiveness of the public information effort and the fairness and accuracy of the reporting.

The appropriate decision makers should be notified immediately if print or broadcast reports contain inaccurate or misleading information, voids or gaps in information, speculation or rumor, or if reports are critical of the response effort. Many media monitoring operations also include a written daily summary and analysis of the coverage. When using the Internet to monitor newspapers, be aware that on-line versions of



The news media will sometimes make mistakes that need to be corrected.

articles can be different from print versions. Whenever possible, both on-line and print versions should be reviewed.

One of the best ways to find and monitor newspapers on-line is through "The Wire" at the Associated Press (AP) Web site, www.ap.org. To find out how to get the latest news from the AP and its member newspapers and broadcasters, and for a listing of AP-affiliated news media outlets in or near states with CSEPP sites, [click here](#). Also, the Web site at www.newslink.org offers a comprehensive list of news media Internet sites, organized by media type and location.

ACTIVITIES

[Click below to jump](#)

- 1 How to screen news media stories
- 2 View a sample media monitoring and analysis report from the 2002 Utah Winter Olympics
- 3 Writing a media monitoring and analysis report

Rapid Response

Once an issue of concern has been identified by the Media Monitoring and Analysis unit, it should be noted on a form and promptly forwarded to the appropriate decision-makers. If it is determined that the issue requires immediate attention, a designated representative should act quickly and decisively. This is known as Rapid Response.

To be timely and effective, Rapid Response must be closely coordinated with Media Monitoring and Analysis and decision makers. Rapid Response may take many forms, such as a news release, a call to a reporter or a live interview with all the news media available at the JIC. In some instances Rapid Response can resolve issues before they appear in the news media. ■

ACTIVITY

[Click below to jump](#)

- 1 View a sample rapid response issue identification form



Reading daily news reports is an important part of media monitoring and analysis.

End of Chapter 6

[Click here to begin Chapter 7](#)

Chapter 7: Other Skills

Writing Talking Points

Talking points are essentially a cheat sheet for speakers. A set of talking points can be structured as a listing of possible questions coupled with the key message(s) to include in the answer. Generally, talking points are not written as perfectly formed sentences and/or thoughts, but rather as informational bullets.

Specific details — such as phone numbers, dollar amounts or population figures — that a speaker may need should be listed as part of the talking points. A PIO/PAO may be called upon to write talking points for the depot commander, civilian executive, mayor or anyone else who will speak to the news media.

The use of talking points has become ubiquitous in the worlds of politics and business. Consider the challenge facing Pepsi in 1993 when a man claimed he found a syringe in a can of Diet Pepsi. Craig Weatherup, Pepsi president and CEO, appeared on a dozen network television news shows, and Pepsi spokespeople conducted more than 2,000 interviews with newspapers, magazines,

The use of talking points has become ubiquitous in the worlds of politics and business.

television and radio — all in the first week of the scare.

It was important to Pepsi that its spokes-people had the same information and presented it in a similar way. Talking points allowed multiple speakers to deliver coordinated messages, but in their own voice. [Click here to see some other helpful pointers from Pepsi.](#)

This same approach can be helpful in responding to an emergency event, when representatives need to articulate clear and consistent information. When developing talking points, keep in mind the “message triangle” of Michael Sheehan, who served as a media advisor to President Bill Clinton during his campaigns. According to Sheehan, people have three major concerns: (1) What happened? (2) What is the

impact on me? (3) What are you doing about it?

In the early stages of an emergency (when few details are available), the PIO/PAO may not be able to answer much more than those three basic questions. There may be more information for one question than another, and that is to be expected. The Army may be the agency to best answer “What happened?” The counties/states may have more information on “What is the impact on me?” And each agency/organization may need to contribute to “What are you doing about it?”

Whenever possible, support the information in talking points with facts and/or details. It is not enough to say, “We are doing everything possible to fix this situation.” Instead say, “We have called in experts who are trained to clean up spilled agent and safely dispose of contaminated soil.”

ACTIVITY

[Click below to jump](#)

1 Writing talking points

[Continue](#) ►

Writing for the Broadcast Media

Broadcast media use a different style of writing than the print media. While the PIO/PAO does not need to write specific news releases based on the media type — good writing is still the key — it is important to know and understand how the news media will use the material provided by the JIC.

Broadcast and print news media outlets use different writing styles because they employ different technologies to get their stories out. Broadcast reporters — including both television and radio — typically rush to the scene and start immediately telling people what is happening. Print reporters must wait until the next edition to tell the story — usually after the initial activity is over. Because of the immediacy of their reporting, broadcasters use a particular style of writing to convey what they are seeing and hearing.

Broadcast and print news media often use different stories or use the same stories but in a different order. That is because broadcast and print news outlets do not employ the same criteria to select their stories. One of the best books on all aspects of broadcast news writing is *Broadcast News Writing and Reporting* by Ted White. That book lists the

four emphases of broadcast news as: timeliness, information, audio or visual impact, and people.

In White's scheme, timeliness is the primary criteria for selecting a story — the more recently something happened, the more likely it will be the lead. Explanation takes a backseat to information, because most stories must be told in 20–30 seconds. During an emergency, the broadcast media may spend more time on explanation. But the typical newscast is only 22 minutes long, so viewers will only hear half of what fits on the front page of a newspaper.

Audio or visual impact can give the story a better spot in the newscast. If a television crew returns to the studio with compelling video footage, the story is likely to become more prominent in the newscast than a story without good (or any) video. Broadcast news uses people to tell the story rather than concepts or ideas that are not likely to have a visual impact.

Broadcasters use a formula defined by Rudolf Flesch in *The Art of Readable Writing*: find a problem, find a person who is dealing with the problem, and tell the listeners and viewers how he or she is doing.



Broadcasters typically use a more conversational style than print reporters.

Consider how broadcast news stories are written. The story structure may be rearranged and/or emphasize different elements than a print story. *Broadcast News Writing and Reporting* states that broadcast news writing focuses on immediacy; has a conversational style; is tightly phrased; and is clear.

Broadcast writing emphasizes immediacy by using the present tense whenever possible and avoiding the past tense. Broadcast writing relies on the progressive form — “is going,” “is building” — to show that the action continues. This style of writing also ties in the time element — “just minutes ago,” “we’ve just learned,” “this morning.”

Broadcasters read copy out loud to make sure it has a conversational style — like talking to a friend. Contractions are appropriate, since they are typically used in conversation. Broadcast copy can use sentence fragments. Sentences can begin with “and” or “but” — and can be strung together with dashes. To tightly phrase sentences, adverbs and adjectives are cut.

Broadcast copy needs strong, active verbs. The listener or viewer gets the bare facts, with clear writing that uses simple words and sounds informal. Repeating words and phrases helps the listener get the story, and the subject always stays close to the verb.

Broadcasters read copy out loud to make sure it has a conversational style—like talking to a friend.

ACTIVITY

[Click below to jump](#)

▶ [1 Writing for the broadcast media](#)

Writing Public Service Announcements

A public service announcement (PSA) is a short spot (usually not more than 60 seconds) that is transmitted by radio and television stations at no charge to the organization that submits it. Broadcast stations air PSAs to help fulfill the Federal Communications Commission mandate that they use a certain amount of airtime to serve the public interest.

PSAs typically announce community events or provide health and safety recommendations. Most PSAs are produced by nonprofit organizations, but commercial groups may also use PSAs to promote nonprofit activities or causes. In an emergency event, a responding organization might find PSAs useful to publicize protective actions, the location of area shelters, informational telephone numbers for residents or the process for receiving assistance.

Although a PSA will typically cover less material than a press release, it still requires that who, what, when, where and why be addressed. A PSA can be submitted on paper in a basic script form, or it can be produced on audiotape for radio or videotape for television. Sometimes both a script and a tape are provided. When using a written script, be sure to put “Public Service Announcement” at the top middle of the page followed by a few spaces and then the last date that the announcement should air (called a “kill date”).

ACTIVITIES

[Click below to jump](#)

- 1 ▶ [View a PSA template](#)
- 2 ▶ [Writing a PSA](#)

Writing News Advisories

A news advisory — also referred to as a media alert — provides a brief summary of the basic facts of an issue or event. News advisories are generally shorter in length than a typical news release, though advisories should still always address the same fundamental questions of who, what, when, where and why.

In an emergency event, a responding organization might find a news advisory useful to announce the establishment of a JIC or to publicize a scheduled news conference. Frequently, the information provided in a news advisory will be for the specific use of the news media, such as for the establishment of a JIC. If the information is not for publication or broadcast, that should be noted in large, bold type at the top of the advisory.

ACTIVITIES

[Click below to jump](#)

- 1 ▶ [View a news advisory template](#)
- 2 ▶ [Writing a news advisory](#)

Conducting News Conferences & Briefings

News conferences and briefings are events at which the news media are gathered at a particular time and place to receive information and ask questions. Briefings are generally less formal and more frequent than news conferences and may address only a single issue or topic; briefings may sometimes occur on the spur of the moment.

In the immediate aftermath of an emergency event, it is not uncommon to have multiple news conferences or briefings per day. The news conference provides an ideal forum for several speakers to offer updates and assessments regarding the status of an ongoing response operation; a briefing can be useful when multiple reporters have interest in a particular aspect of the response and an expert is available to answer their questions.

Unlike a news release, news conferences and briefings allow for more give and take with the media through the question-and-answer exchange that is one of its key elements. Also, whereas a news release is most effective when it addresses relatively static information — such as the range of assistance programs available or a listing of area shelters — news conferences and briefings lend themselves to situations where information is more fluid.

It is important that the speakers who appear at a news conference or briefing are knowledgeable about the situation, and that they have a related ability to articulate key messages and answer unanticipated and/or sensitive questions. It is equally important that information not be held specifically for announcement at a news conference or briefing; if the information is meaningful, it should be made public as soon as possible.

In preparing for a news conference or briefing, key support will come from the JIC writing staff. Written materials developed prior to the event often will include talking points, backgrounders and speaker biographies. *The Public Relations Writer's Handbook* discusses a number of other items that also should be considered in putting together a news conference or briefing, including:

- ✓ Have all the appropriate news media been notified and made aware of the time and place of the news conference or briefing? A news advisory and follow-up callouts are effective for this.
- ✓ Have media kits with useful background information been prepared?
- ✓ Has the news conference or briefing been scheduled to maximize coverage (i.e., not conflict with reporters' deadlines)? (Always be mindful of deadlines for print reporters and scheduled broadcast times for electronic media.)
- ✓ Does the location of the news conference or briefing accommodate the needs of the media, particularly electronic media? Relatedly, does the location offer a good visual background?
- ✓ Is there a check-in process for the news media, with a sign-in sheet and roster of speakers?
- ✓ Has the audio-visual equipment to be used been checked?



Answering questions from the media is a key element of the news conference.

- ✓ Have the speakers been prepped and made aware of all relevant issues?
- ✓ Has someone been designated to capture unanswered questions and follow-up with the news media?

ACTIVITIES

[Click below to jump](#)

- 1 How to conduct a news conference
- 2 Spokesperson preparation

[Continue](#) ▶

[◀ Back](#)

Creating Media Lists

A media list is a collection of targeted media outlets with contact information that can be used for distributing informational materials, such as a news release. The media list is a fundamental tool of the PIO/PAO, and it should be compiled and maintained with careful research and attention to detail.

As discussed in *The Public Relations Writer's Handbook*, media lists can be created from a number of sources, including directories, newsletters and personal contacts. A detailed media list would include many of the following categories: wire services, daily newspapers, weekly and monthly newspapers, news and general interest publications, business publications, trade publications, news syndicates, television and cable outlets, and radio stations.

A database should allow for the media list to be organized and searched based on different criteria, such as media type or geographic location. The list also should identify individuals by name and position (i.e., reporter, editor, producer, etc.) whenever possible and include all relevant contact information.

ACTIVITY

[Click below to jump](#)

1 ▶ [View a sample media list](#)

Tracking Media Contacts

In an emergency event, all contacts with the news media should be recorded, using log sheets for incoming and outgoing calls. The information collected should include: reporter, telephone number, fax number, media outlet, date, nature of inquiry, name of responding PIO/PAO and action taken.

This information will allow for the establishment of a tracking system and will give the PIO/PAO useful background for conducting a media relations operation. ■

ACTIVITY

[Click below to jump](#)

1 ▶ [View a sample media contact tracking sheet](#)



It is important to establish a partnership with the news media.

FINAL EXAM

[Click below to jump](#)

1 ▶ [Choosing the right tool](#)

Glossary of Media Terms

Actuality (radio)

The portion of a newsmaker's interview that is edited into a reporter's package. Today, sound bites are as short as 6 to 12 seconds, depending on the policy of the newsroom/station. (See also [Sound Bite](#))

Advertising Checking Bureau (advertising)

An independent organization that checks newspapers on a daily basis and provides (for a fee) tear sheets as proof of appearance and competitive advertising spending. (A tear sheet is the actual page on which the advertisement appeared.)

Advisory (public information)

Information disseminated for use in a newsroom but not specifically for broadcast or publication. An advisory can be used for correcting misinformation, setting times for news conferences or providing background on a running story that needs frequent updates but not a full-fledged news release. (See also [News Advisory](#))

Affiliate (television)

A television station that has a contract with a network (i.e., ABC, NBC, CBS, Fox) to carry a network's programs and announcements. (See also [Network](#))

Anchor (radio and television)

The person who hosts a news broadcast. Anchors are generally the most visible and well-known people at a television or radio station.

Arbitron (radio)

Provides audience estimates, such as the size and characteristics, for local radio stations and markets. Radio stations use this information to determine advertising costs.

Assignment Desk (radio and television)

This is the place within a radio or television newsroom from which the day's story coverage is planned and coordinated. This is where to report breaking news, phone in a tip or pitch a story idea. (See also [City Desk](#) and [News Desk](#))

Backhaul (television)

Sending a signal from the news scene to the station. For example, a sports team will have its games "backhauled" from an away location back to the home station for local viewing.

Backgrounder (public information)

Written document that provides detailed background information about a person, site, facility or event. This document may be longer than one page. The term also can mean a briefing that provides a reporter with contextual information. (See also [Fact Sheet](#))

Bandwidth (computer and television)

A technical term that involves the difference between two frequencies and the amount of information that can flow through a channel as expressed in cycles per second (hertz). For a digital channel, bandwidth is measured in bits per second.

It also refers to the range of frequencies (not the speed) or the measured amount of information that can be transmitted over a connection.

Banner Ads (computer)

An ad in the form of a graphic image that typically runs across a Web page or is positioned in a margin or other space reserved for advertising.

Beat (newspaper, radio and television)

The specific area of responsibility to which a reporter is assigned. Typical beats include business, crime, politics, education and public safety.

Bird (television)

A shorthand reference for a satellite. Communications satellites travel above the equator at the same speed as the earth rotates, so the satellites seem to remain in the same place. Once time is available on the satellite and the scene is live (though not on air), the reporter may say, "We are on the bird."

Bird Time (television)

The amount of time leased on the satellite. Satellite time is purchased (or leased) in quarter-hour segments. (See also [Window](#))

Bits Per Second (computer)

A measurement of data transmission speed over a communications medium (modem); once known as "baud" or "baud rate."

Briefing (public information)

Similar to a news conference, but generally more frequent and less formal. Briefings are used to update the news media and can focus on a single issue or topic. Briefings are often held at the scene of an emergency, but they can also be conducted at a Joint Information Center or Emergency Operations Center. During major news events some briefings may be broadcast live, and there may be multiple briefings per day. (See also [News Conference](#))

B-Roll (television)

The recorded video shown on TV newscasts — i.e., video that is not "live." This may be video seen while the reporter or anchor talks or video shown between soundbites. It may be referred to as file footage.

Continue ►

◀ [Back](#)

Broadband (computer)

A channel that sends and receives information on high-speed, high-capacity data transmission coaxial cable or fiber-optic cable (which has a wider bandwidth than conventional telephone lines), giving it the ability to carry video, voice and data simultaneously. It is measured in kilobits, megabits or gigabits per second.

Browser (computer)

An application that allows users to look, read, view and even listen to information on the World Wide Web. Internet Explorer and Netscape are examples of browsers.

Byline (newspaper)

The name of the persons(s) who wrote a story. It is placed before the story, usually in bold or italics. A byline may identify the person as a staff writer, wire service reporter or free-lance contributor.

C-Band (television)

A satellite frequency spectrum (bandwidth) typically used to transmit picture and voice from a ground location to a satellite and back to a receiver dish. Backyard residential dishes may be C-Band, as are many television station dishes. C-Band and Ku-Band can be equated to the AM and FM radio bands. A special receiver is needed to pick up either, and both can transmit in analog and digital. (See also [Ku-Band](#))

Chat Room (computer)

An area of an on-line service (like America Online or Yahoo!) where people can communicate with each other via their computers.

Circulation (newspaper)

The total number of copies sold by subscription, on the newsstand, in bulk, etc. Circulation helps determine advertising rates.

City Desk (newspaper)

Run by the city editor, this is the hub of a newsroom. Local story assignments are made here, and it is where the city editor (or assistant editors) edits stories for content and clarity. There are usually parallel desks within a newsroom for other newspaper sections, such as state, international and sports. (See also [Assignment Desk](#) and [News Desk](#))

Columnist (newspaper)

The news writers who comment on issues of public interest. Unlike editors and reporters who must remain objective, columnists are expected to have a strong point of view.

Cookie (computer)

A file used by a Web site to record and track data about users. Cookies can be turned off, but some Web sites may then become inaccessible.

Coverage (advertising, radio and television)

The percentage of households that can receive a particular signal/station in a given geographic area. Advertisers can use this information to determine if a signal/station will reach a target audience. (See also [Coverage Area](#))

Coverage Area (advertising, radio and television)

The geographic area that can receive a broadcast signal or station. Advertisers can use this information to determine if a signal/station will reach a target audience. (See also [Coverage](#))

CSEPP Hotline (computer and public information)

Allows users to stage virtual get-togethers over the Internet and access a library of information on the Chemical Stockpile Emergency Preparedness Program.

Cyberspace (computer)

Another term for the Internet and the World Wide Web.

Dateline (newspaper)

Identifies the location (city and usually state) from which a news story or news release is being issued. See the Associated Press Stylebook for proper capitalization and punctuation of a dateline.

Demographic (advertising)

The specific characteristics that distinguish and identify a target audience. Typical characteristics can be gender, age, income, education and occupation.

Desktop Publishing (computer)

The use of a computer and specialized software to combine text and graphics to create a finished page that can be printed with an office printer. Many large-scale printing companies can use an electronic copy of the document from which to print.

Drive Time (radio)

The morning and afternoon hours during radio broadcasting. Morning drive time generally is 6–10 a.m. and afternoon drive time is 3–7 p.m. These are the periods of the day when radio has its most listeners.

Continue ▶

◀ [Back](#)

Downlink (television)

Downlink may be used as a verb or a noun. The verb form means to receive audio and video signals from a satellite to a ground station. The noun form refers to the receiving dish. For example, “Let’s downlink that from CNN.” Or, “Is there a downlink available?” (See also [Uplink](#))

Earth Station (television)

Communications station used to send or receive electronic signals to or from a satellite.

Editor (newspaper)

Individuals who have a hand in almost every aspect of publication, ranging from the managing editor who runs the newsroom to the copy editor who proofs the stories. Different editors have different responsibilities. Newspaper editors are similar to radio/television producers. (See also [Producer](#))

Editorials (newspaper)

The unsigned opinion pieces that represent the official position of a newspaper. Editorials are usually written by an editorial writer at the direction of the editorial board (which includes the publisher).

Embargo (public information)

A restriction on when information may be released by the news media. Embargos are rarely used today because the public has constant access to the media and expect frequent updates and breaking news.

Fact Sheet (public information)

A document that provides specific information for the news media, usually on a narrow subject area, to enhance reporters’ understanding or coverage of an issue or event. Fact sheets rarely run more than one page. (See also [Background](#))

Flack (public relations and public information)

A pejorative term used by some members of the news media to mean a public relations representative or public information officer.

Flow Chart (advertising)

A visualization that acts as a scheduling calendar, plotting the media elements of an advertising campaign as they will be used over a specified period of time. In the news media, a flow chart might be used to help readers/viewers visualize information.

Footprint (television)

The geographic area on earth in which a satellite signal can be received.

Folo (newspaper, radio and television)

A follow-up to an earlier story — often used if another news media outlet has reported the story first.

General Manager (radio and television)

The individual who has responsibility for the entire operation of a radio or television station — including non-news areas such as sales, marketing, advertising and production.

Handout Tape (public information)

A videotape provided by an organization for use by a television station. Some smaller stations will use the handout tape in their newscasts. Stations in larger markets may keep the tape for file footage but generally prefer to produce their own video. A handout tape can be useful in providing video of a secure area or of a procedure like decontamination. It may also be helpful to produce a handout tape if several stations want video of the same event but there is room only for a limited number of cameras. This also may be referred to as a “pool tape.” (See also [Pool](#))

Home Page (computer)

The main page of a Web site. It is typically the first page a viewer will see when visiting a Web site, and it may contain links to other Web sites on the Internet.

IFB (television)

Interruptible Feedback is the circuit that carries the audio of a broadcast to the earpiece of an anchor or reporter, allowing the director/producer to communicate directly with the anchor or reporter.

Immediate Broadcast Request (radio and television)

A term developed by the National Weather Service to ask broadcast stations — radio stations in particular — to immediately broadcast important weather information, usually weather warnings or watches. Material that is not life-safety specific but important should have the phrase “Immediate Broadcast Requested” near the contact name and number.

Instant Messaging (computer)

A program available through many Internet Service Providers that allows Internet users to have a one-on-one written conversation. It is different from a chat room in that users invite a person (or persons) to the private conversation.

Internet (computer)

A computer network that users can access for information — including breaking news. Major newspapers and magazines publish on the Internet. Likewise, hundreds of local newspapers and

Continue ▶

◀ Back

television stations operate their own Web sites, as do most government agencies. The Federal Emergency Management Agency has its own Web site that provides up-to-date information during emergencies. The home page address for FEMA is www.fema.gov.

Internet Service Provider (computer)

A company that provides access to the Internet by having computers connected to it. A user will receive an account number and will use a modem to connect with an ISP and the Internet. Among the largest ISPs are American Online, Microsoft Network and WorldNet.

Kill Date (public information)

The date and time beyond which certain information should not be used. For example, a Public Service Announcement typically includes a kill date so that an editor knows when to stop broadcasting the information.

Ku-Band (television)

A satellite frequency spectrum (bandwidth) typically used to feed remote or offsite satellite transmissions from mobile uplink trucks to broadcast stations and between broadcast stations. Normally used for sending unedited video footage. Networks would use Ku-Band to send a story from Los Angeles to New York, for instance. Backyard residential dishes may be Ku-Band, as are many television station dishes. C-Band and Ku-Band can be equated to the AM and FM radio bands. A special receiver is needed to pick up either, and both can transmit in analog and digital. (See also [C-Band](#))

Local Area Network (computer)

A network of interconnected computer workstations sharing resources. LAN is also a term used to describe a non-cellular telephone system.

Lav-Mike (television)

Also known as a lavalier microphone, it is a small microphone with a clip that attaches to a person's clothing. News crews often will put a lav-mike and a wireless transmitter on the person being interviewed.

Lead (newspaper and public information)

The first few sentences of a news story or a news release. The lead should answer the basic questions: Who? What? When? Where? Why? and How?

Link (computer)

A method of moving from one Web page to another on the Internet. When users click on a link, they will go to the Web page specified by that link. A link can be either text or image and also is referred to as a "hyperlink."

Live Shot (television)

Any live broadcast from outside the television station, such as from the scene of an incident.

Live Van (television)

A truck that broadcasts from the field to the studio without using a satellite.

Local Advertising (advertising)

Commercials marketed to a local (rather than national) sales area and placed by local or regional advertisers.

Managing Editor (newspaper)

The primary person responsible for overseeing newsgathering and dissemination. This person runs daily meetings to determine what stories will be covered and where they will be placed in the newspaper.

MARTI (radio)

Mobile Radio Transmitter. It is a portable radio transmitter used for off-site commercial radio broadcasts.

Media Kit (public information)

A media kit is a package of various materials that a reporter would find useful about a particular subject — for example, a Chemical Stockpile Emergency Preparedness Program site or demilitarization.

Media List (public information)

A collection of targeted media outlets with contact information that can be used for distributing materials such as news releases.

Media Mix (public relations)

The combination of media types used together to meet the objectives of a media plan.

Media Objectives (advertising and public relations)

The media goals for an advertising campaign. These goals may include reaching desired levels for key demographic groups or audience identification based on seasonal, timing, geographic or budget factors. (See also [Media Strategy](#))

Continue ▶

◀ [Back](#)

Media Strategy or Media Plan (advertising and public relations)

The “plan of action” used to achieve the media objectives. (See also [Media Objectives](#))

Micro Marketing (advertising and public relations)

The concentrating of marketing efforts toward relatively small areas of geography or narrow demographic targets.

Minicam (television)

Refers to a portable video camera. Since all cameras are portable today, this is an outdated term.

M-O-S (television)

A film term meaning silent or without sound. May also mean “man on the street,” which is a type of interview designed to gauge reaction from the public.

Mult-Box (radio and television)

Also known as a multiplex box. Using a mult-box, several radio and/or video crews can plug their audio cables into one source. This allows all the crews to receive the same broadcast-quality audio signal. A mult-box is helpful during a news conference because it eliminates the multiple microphones on the podium and the cords from the multiple microphones running from the podium to each crew.

NAT Sound (radio and television)

Natural sound. For example, NAT sound would include birds, wind, fire trucks and airplanes.

Network (television)

This term usually refers to one of the four main television broadcast companies — ABC, CBS, NBC and Fox. Each network has a series of affiliates in local markets throughout the country. (See also [Affiliate](#))

News Advisory (public information)

May also be referred to as a media alert. Generally shorter than a news release, a news advisory contains information that only the news media need to know — such as the establishment of a Joint Information Center or the time and location of a news conference. (See also [Advisory](#))

News Conference (public information)

Typically held at a Joint Information Center, a news conference is an event at which the news media are gathered at a particular time and place to receive information from newsmakers and ask questions. News conferences are generally less frequent and more formal than briefings. During major news events some news conferences may be broadcast live, and there may be multiple news conferences per day. (See also [Briefing](#))

News Desk or Copy Desk (newspaper)

Final editing of stories is completed and headlines are written by copy editors at the news desk. The pages are designed here (either on paper or computer), with copy editors/designers working with the photography department to choose the day’s images. (See also [Assignment Desk](#) and [City Desk](#))

News Director (radio and television)

The individual who runs the newsroom on a day-to-day basis.

News Hole (newspaper)

The space in a newspaper or magazine that will be used for stories and photographs (also referred to as the editorial content). Put another way, the news hole is the area in a newspaper not taken up by advertising.

Newsgroup (computer)

Message areas on the Internet focusing on different topics.

Nielsen Hispanic Television Index (television)

A Nielsen Media Research division primarily servicing the Hispanic television market. NHTI uses data accumulated from a separate people meter sample consisting of approximately 1,000 Hispanic households.

Nielsen Station Index (television)

A Nielsen Media Research division primarily servicing local stations, advertisers, advertising agencies, syndicators and producers with data from diaries or meter/diary samples. NSI conducts four “sweeps” a year in which all local markets are measured, as well as three mini-sweeps for the major markets (in October, January and March). Networks and local stations use this information to determine programming and advertising rates.

Op-Ed (newspaper)

Means literally “opposite the editorial page.” The op-ed section is the section of the newspaper that publishes opinion pieces.

Package or Pack (television)

A videotaped television report that generally contains a reporter’s standup, sound on tape of the newsmaker and voice-over of the news event. Packages generally are 45 to 90 seconds long and seldom go over 1½ minutes except on one-hour programs. A package can be inserted into a live shot or can stand on its own with a simple introduction from an in-studio anchor. (See also [Wrap](#))

Continue ▶

◀ Back

Package (advertising)

A combination of television spots offered as a group to an advertiser at a cost lower than if the spots were purchased separately.

Phoner (radio and television)

A telephone interview with a newsmaker. This technique is used widely in radio, and in recent years has become more common on television as an element of breaking news stories and international stories.

Planning Editor (radio and television)

A fairly new feature in radio and television news operations (and usually found only in larger markets). The planning editor is responsible for all advance coverage planning, which includes everything from the next day forward.

Pool (newspaper, radio, television and public information)

When access to a site is limited, reporters can be asked to choose a pool to go to the scene and make a report. Any video shot is then reproduced for all broadcast outlets and the information is made available to all news media. Pools are usually not popular with reporters and should be considered as a last resort, though in certain circumstances they can be effective. (See also [Handout Tape](#))

Pool (advertising)

A group of similar commercials that comprise a brand's creative effort during a specified campaign.

Producer (radio and television)

The individuals who are involved in all aspects of decision-making, determining which stories to

cover, where the stories should appear in the broadcast and how much time should be devoted to each story. Similar to newspaper editors. (See also [Editor](#))

Prompter (television)

A device that places text in front of the camera lens so it can be read by the anchor. The word TelePrompter is a trademark name.

Public Service Announcement (radio, television and public information)

A non-commercial message for the public similar in form to an advertisement. Public service announcements are transmitted by radio and television stations at no charge to the sponsoring organization and typically address matters of public interest. Also known as a PSA.

Publisher (newspaper)

Often the owner of a newspaper, but sometimes the top-ranking local executive if the paper is owned by a chain (like Newhouse or Knight-Ridder).

Pull Quote (newspaper)

Also known as a hang quote or read out. It is a short quotation, sentence or part of a sentence separated from the rest of the story by point size and sometimes by font. Its purpose is to fill space while attracting readers to the story.

Rate Base (advertising)

The circulation of a publication upon which advertising rates are based.

Rate Card (advertising)

A printed price list issued by a news media outlet showing rates charged for advertising time or space.

Repeater (radio and television)

A device for amplifying and relaying radio or television signals over long distances so they can be broadcast.

Reporter (newspaper, radio and television)

The individual at a news organization responsible for gathering and analyzing information and presenting it in the form of a story. During an incident, a public information officer will deal frequently and directly with reporters.

Run and Throw (television)

Describes where a live event will take place. "Run" is the distance from the live van/satellite truck parking area to the platform or area that has been set aside for television cameras; "throw" is the term to describe how far that platform is from the podium. This is key information that planners need to ensure they bring enough cable to carry a news conference live.

Sat Truck (television)

A truck containing the equipment for uplinking audio and video from the scene of an event. The dish on the satellite truck is the antenna that beams the signal to the satellite. The trucks and dishes generally need to face south where the orbiting satellites are located. Sat trucks are sometimes called SNG (satellite news gathering). ENG (electronic news gathering) trucks are the live vans that local stations use; these require a tall mast with a dish to reach a local repeater. SNG trucks can go live from virtually anywhere if they have a southern exposure, while ENG trucks have a limited range. Both trucks need a clear area away from power lines.

Continue ▶

◀ Back

Scener (radio and television)

To set the scene by giving some background to a story. Typically, the scener is done by a field reporter from the scene.

Search Engine (computer)

An application that searches Web pages on the Internet for specific words or phrases. Among the more popular search engines are Google and Yahoo!.

Section (newspaper)

The different components of a newspaper, such as news, business, sports and entertainment. (See [Segment](#))

Segment (radio and television)

The different components of a radio or television broadcast, such as news, business, sports and entertainment. (See [Section](#))

Sidebar (newspaper, radio and television)

A story that covers one part of a larger story. Stories about saving pets during a disaster or how the American Red Cross sets up operations would be considered sidebars.

Simulcast (radio and television)

A program transmitted over radio and television simultaneously.

Slug (public information and newspaper)

The identifying subject line on the second page of a news release. The slug is usually one word written in all capital letters and is used in case the first and second pages become separated. At a newspaper, a slug is used to identify a story in the computer system or, if the layout is not computerized, in the backshop where the paper is pasted together.

SOT (television)

Sound on tape. It generally refers to excerpts from videotaped interviews.

Sound Bite (television)

The portion of a newsmaker's interview that is edited into a reporter's package. Today, sound bites are as short as 6 to 12 seconds, depending on the policy of the newsroom. (See also [Actuality](#))

Spin (public relations and public information)

Putting a particular angle or slant on information. Public relations representatives and public information officers are sometimes called "spin doctors."

Standup (television)

A reporter's introduction or closing, done from the field and showing the reporter at the scene. Most live shots are opened and closed with a standup by the reporter.

Stringer (newspaper, radio and television)

A person who is not employed by a news operation but does reporting or videotaping on a free-lance basis. These individuals may own their own business or be affiliated with one or more news operations. Stringers generally live within the community and report for out-of-town operations.

Take (television)

A reporter may tape an interview or a stand-up more than once. Each try is called a "take." An interview subject is on the record even in-between takes.

Talking Head (television)

An interview with a newsmaker that is basically a head-and-shoulders shot. These interviews can be from the scene, in a briefing room or at the studio. Sometimes an anchor is referred to as a talking head.

Talking Points (public information)

A "cheat sheet" for spokespeople to remind them of major points, key messages, phone numbers and/or possible questions and answers.

Tower (radio)

A transmitter to broadcast radio signals to the listening audience.

Trade Magazine (publishing)

A non-consumer publication that covers a particular industry or professional group.

Transponder (television)

A channel on a satellite similar to channels on a television set. Satellite information for a broadcast will identify a particular satellite, e.g., Galaxy 3, and transponder number, e.g., T-15.

TV Q (television)

Qualitative Ratings study that measures the popularity of television personalities and television programs.

Uplink (television)

Uplink may be used as a noun or a verb. The verb form means to transmit or "send" audio and video signals from a ground station to a satellite. The noun form refers to the transmitter dish. For example, "Let's uplink that to CNN." Or, "Is there an uplink available?" (See also [Downlink](#))

Continue ▶

◀ [Back](#)

VO (television)

Voice-over. VO tape generally is shown as a reporter or anchor reads the story. When combined with sound on tape, VO means a few seconds of voice-over tape as the anchor reads the story followed by a sound bite of the newsmaker.

Window (television)

The time slot and length of time available for the local or network broadcast on the satellite. Stations purchase or lease time in quarter-hour segments. A full hour can cost up to \$15,000. As the window is about to close, the producer will tell the reporter to “wrap” or to get ready to end the piece quickly. The transmission will end immediately once the available time elapses. (See also [Bird Time](#))

Wire and Fire (television)

Also called a talkback. This is an interview conducted from the scene between a newsmaker and the anchor in the studio, with no reporter on-site. The anchor at the station talks directly to the newsmaker, who wears or holds the microphone and listens to audio from the studio.

Wire Services (newspaper, radio and television)

News organizations give stories to and take stories from wire services. For example, three of the major wire services today are Associated Press, Reuters and Knight-Ridder. Wire services act as a conduit to move stories from city to city, across the country and around the world. Wire services also have their own reporters who cover breaking news. Typically, news-gathering organizations will subscribe to at least one wire service.

World Wide Web (computer)

A loose network of documents and sites on the Internet that are connected by hyperlink.

Wrap (radio)

The radio equivalent of a package. A wrap generally contains a reporter’s standup, sound on tape of the newsmaker and perhaps natural sound associated with the news event. The term can also be used to tell reporters or other live subjects that it is time to finish on a live shot, as in “wrap it up.” (See also [Package](#))

Zone Editions (newspaper)

Newspapers may produce more than one version of the paper, targeting particular areas of a large city or regions of a state. Stories may be different depending on the zone edition in which they appear.

#

Acronyms & Abbreviations

AID	Agency for International Development	DFO	Disaster Field Office	ERCG	Emergency Response Coordination Group (Public Health Service, Centers for Disease Control and Prevention, and Agency for Toxic Substances and Disease Registry)
ANL	Argonne National Laboratory	DHS	Department of Homeland Security		
AOC	Army Operations Center, Pentagon	DISC	Disaster Information Systems Clearinghouse		
AP	Associated Press	DLA	Defense Logistics Agency	ERO	Equal Rights Officer
ARC	American Red Cross	DMAT	Disaster Medical Assistance Team	ERT	Emergency Response Team
ARES	Amateur Radio Emergency Services	DMORT	Disaster Mortuary Team	ESF	Emergency Support Function
BIA	Bureau of Indian Affairs	DOA	Department of the Army	FAA	Federal Aviation Administration
BLM	Bureau of Land Management	DOC	Department of Commerce	FBI	Federal Bureau of Investigation
CAP	Civil Air Patrol	DOD	Department of Defense	FCC	Federal Communications Commission
CAR	Capability Assessment for Readiness	DOE	Department of Energy		
CDBG	Community Development Block Grant	DOEd	Department of Education	FCO	Federal Coordinating Officer
CDC	Centers for Disease Control and Prevention	DOI	Department of Interior	FEMA	Federal Emergency Management Agency
CDRG	Catastrophic Disaster Response Group	DOJ	Department of Justice		
CEPPO	Chemical Emergency Preparedness and Prevention Office	DOL	Department of Labor	FHWA	Federal Highway Administration
CERCLA	Comprehensive Environmental Response, Compensation and Liability Act	DOS	Department of State	FOIA	Freedom of Information Act
		DOT	Department of Transportation	FRP	Federal Response Plan
CFR	Code of Federal Regulations	DRC	Disaster Recovery Center	FSA	Farm Service Agency
CONUS	Continental United States	EAS	Emergency Alert System	GAO	General Accounting Office
COOP	Continuity of Operations Plan	EBS	Emergency Broadcast System	GSA	General Services Administration
CSEPP	Chemical Stockpile Emergency Preparedness Program	EIDL	Economic Injury Disaster Loans	HAZMAT	Hazardous Materials
CWC	Chemical Weapons Convention	EIS	Environmental Impact Statement	HHS	Department of Health and Human Services
DCO	Defense Coordinating Officer	EMIS	Emergency Management Information System	HUD	Department of Housing and Urban Development
		EMS	Emergency Medical Service		
		EOC	Emergency Operations Center	IC	Incident Commander
		EOD	Explosive Ordnance Detachment	ICP	Incident Command Post
		EPA	Environmental Protection Agency		

Continue ►

◀ Back

ICS	Incident Command System	NWS	National Weather Service	SBCCOM	U.S. Army Soldier and Biological Chemical Command
IMS	Incident Management System	OFA	Other Federal Agency	SCO	State Coordinating Officer
IRS	Internal Revenue Service	OHS	Office of Homeland Security	SIP	Shelter-in-Place
IRZ	Immediate Response Zone	OIG	Office of Inspector General	SITREP	Situation Report
IST	Incident Support Team	OMB	Office of Management and Budget	SME	Subject Matter Expert
JIC	Joint Information Center	OPM	Office of Personnel Management	SOP	Standard Operating Procedure
JOC	Joint Operations Center	OSC	On-Scene Commander	SRF	Service Response Force
JIS	Joint Information System	OSHA	Occupational Safety and Health Administration	TREAS	Department of Treasury
MERS	Mobile Emergency Response Support	PAD	Protective Action Decision	TVA	Tennessee Valley Authority
MRE	Meals-Ready-to-Eat	PAO	Public Affairs Officer	USA	United States Army
MOA	Memorandum of Agreement	PAR	Protective Action Recommendation	USACE	United States Army Corps of Engineers
MOU	Memorandum of Understanding	PAZ	Protective Action Zone	USAF	United States Air Force
NASA	National Aeronautics and Space Administration	PBS	Public Broadcasting System	USCG	United States Coast Guard
NBC	Nuclear/Biological/Chemical	PDA	Preliminary Damage Assessment	USDA	United States Department of Agriculture
NCP	National Contingency Plan	PIO	Public Information Officer	USFS	United States Forest Service
NCS	National Communications System	PNP	Private Nonprofit	USN	United States Navy
NEMA	National Emergency Management Association	PSA	Public Service Announcement	USPS	United States Postal Service
NEPA	National Environmental Policy Act	PPE	Personal Protective Equipment	US&R	Urban Search and Rescue
NFIP	National Flood Insurance Program	RACES	Radio Amateur Civil Emergency Services	VA	Department of Veterans Affairs
NGO	Non-Governmental Organization	RD	Regional Director	VOAD	Voluntary Organizations Active in Disasters
NIH	National Institutes of Health	ROC	Regional Operations Center	VOLAG	Voluntary Agency
NOAA	National Oceanic and Atmospheric Administration	RRIS	Rapid Response Information System	WHO	World Health Organization
NRC	Nuclear Regulatory Commission	RTAP	Real-Time Analytical Platform	WMD	Weapons of Mass Destruction
NSC	National Security Council	SAE	Stafford Act Employee		
		SBA	Small Business Administration		

#

Writers' Resources

Writing Tools

www.netlingo.com

Dictionary of Internet terms.

<http://nhd.heinle.com>

Dictionary with more than 40,000 entries based on the Newbury House Dictionary of American English.



When writing news releases, take advantage of all available resources.

www.allwords.com

Dictionary of definitions and word translations. (Subscription required)

www.cup.cam.ac.uk/elt/dictionary

Access to online Cambridge dictionaries.

www.oed.com

Online version of the Oxford English Dictionary. (Subscription required)

www.m-w.com/home.htm

Web site from Merriam-Webster with dictionary and thesaurus.

www.wordsmyth.net

American English dictionary and thesaurus.

www.thesaurus.com

www.dictionary.com

Related sites that include links to other writers' resources.

www.acronymfinder.com

A comprehensive database of acronyms and abbreviations.

www.encyclopedia.com

More than 14,000 articles searchable by keyword or phrase.

www.britannica.com

Online version of Encyclopedia Britannica.

<http://encarta.msn.com>

Online encyclopedia from Microsoft.

www.biography.com

Web site based on the A&E Biography series, with biographies of more than 25,000 personalities.

www.quoteworld.org

More than 13,000 quotes.

www.quoteland.com

Large database of quotes.

www.bartleby.com/141/index.html

The Strunk and White classic, *The Elements of Style*.

www.edufind.com

Internet-based education resources.

www.webgrammar.com

A site devoted entirely to grammar.

CSEPP and Related Materials

www.csepp.anl.gov

CSEPP Hotline is for the CSEPP public affairs community. It allows users to stage virtual get-togethers over the Internet and access a library of information regarding CSEPP. Users can download fact sheets, program information and other products for use in CSEPP communities.

www.csepp-planners.net

The CSEPP Portal is a Web site created under direction from FEMA to serve the CSEPP community. The site is a resource for promoting the exchange of information and ideas among those working in the CSEPP program, within and across functional areas.

Continue ►

◀ Back

www.state.gov

Department of State. Available resources include information about arms control and international security issues.

www.cma.army.mil

Chemical Materials Agency.

www.amc.army.mil

U.S. Army Material Command.

www.fema.gov

Federal Emergency Management Agency. Available resources include information about preparation and prevention; disasters and emergencies; and response and recovery.

<http://cseppweb-emc.ornl.gov>

FEMA Chemical Stockpile Emergency Preparedness Program resource homepage. Site hosted by Oak Ridge National Laboratory.

www.csepp.army.mil

U.S. Army Chemical Stockpile Emergency Preparedness Program.

www.epa.gov

Environmental Protection Agency.

www-pmcd.apgea.army.mil

Program Manager for Elimination of Chemical Weapons.

www.gao.gov

General Accounting Office.

www.redcross.org

American Red Cross.

www.iaem.com

International Association of Emergency Managers.

www.nemaweb.org/index.cfm

National Emergency Management Association.

www.nsc.org

National Safety Council. The on-line library has an archive of articles, facts sheets and backgrounders related to health and safety.

www.colorado.edu/hazards

Natural Hazards Center at the University of Colorado, Boulder.

www.nicsinfo.org

National Institute for Chemical Studies.

www.nlm.nih.gov/medlineplus

Collection of recent articles relating to medical issues associated with chemical and biological weapons. Part of the National Institutes of Health Web site at www.nih.gov.

www.who.int/csr/delibepidemics/en

Resource on medical issues related to chemical and biological weapons. Part of the World Health Organization Web site at www.who.int.

www.cwc.gov

U.S. Chemical Weapons Convention Web site. Information regarding the reporting and inspection requirements of the Chemical Weapons Convention. The site is sponsored by the Department of State, Bureau of Arms Control, and the Department of Commerce, Bureau of Industry and Security.

www.anl.gov

Argonne National Laboratory.

www.nvoad.org

National Voluntary Organizations Active in Disaster. Available resources include a long-term recovery manual for those who have recently experienced a disaster in their community.

www.stimson.org/cbw/?SN=CB2001112951

The Chemical and Biological Weapons Non-proliferation Project of the Henry L. Stimson Center focuses on issues related to the Chemical Weapons Convention and the Biological and Toxic Weapons Convention. Resources include reports on weapons destruction technologies, the utility of export controls, terrorism involving chemical and biological weapons, and the status of chemical and biological weapons programs in various countries.

www.cdc.gov/nceh/demil/default.htm

Resource focusing on demilitarization issues associated with chemical weapons. Part of the Centers for Disease Control and Prevention Web site at www.cdc.gov.

Continue ▶

◀ Back

www.ceip.org/files/nonprolif/weapons/weapon.asp?ID=2&weapon=chemical

Proliferation news and resources sponsored by the Carnegie Endowment for International Peace.

www.pmacwa.army.mil

Web site for the Program Manager Assembled Chemical Weapons Alternatives, with information on different destruction methodologies.

<http://faculty.washington.edu/chudler/neurok.html>

A Web site focusing on "Neuroscience for Kids."

www.fas.harvard.edu/~hsp/bulletin.html

The *CBW Conventions Bulletin*, formerly the *Chemical Weapons Convention Bulletin*, is the quarterly journal of the Harvard Sussex Program and provides news, background and comment on chemical and biological warfare issues.

www.potomacinstitute.org

Public policy research institute focusing on science and technology issues.

www.rand.org

RAND. Web site includes publication, *Individual Preparedness and Response to Chemical, Radiological, Nuclear, and Biological Terrorist Attacks*.

Professional Links and Sources

www.missouri.edu/~foiwww

The Freedom of Information Center at the Missouri School of Journalism. Documents issues affecting the free flow and content of information.

www.ire.org

Web site for the Investigative Reporters and Editors, a grassroots non-profit organization dedicated to improving the quality of editing and reporting in the field of journalism. IRE conducts training conferences and seminars and its Web site provides journalists with resources on stories, techniques and databases.

www.nicar.org

Web site for the National Institute for Computer-Assisted Reporting, a program of the Investigative Reporters and Editors and the Missouri School of Journalism. NICAR distributes more than 50 major federal databases at low cost and provides analysis for news organizations.

Information for Chemical Stockpile Communities

Alabama

www.areyoureadygoema.com

Alabama-specific CSEPP site for all IRZ and PAZ counties, located within the state's Web site.

www.ema.alabama.gov/ema-front.asp?ID=2

Alabama Emergency Management Agency.

Arkansas

www.adem.state.ar.us

Arkansas Department of Emergency Management.

Colorado

www.dem.co.pueblo.co.us/CSEPP

Pueblo County Chemical Stockpile Emergency Preparedness Program.

www.dola.state.co.us/oem/CSEPP/csepp.htm

Colorado Office of Emergency Management, Chemical Stockpile Emergency Preparedness Program.

Indiana/Illinois

www.in.gov/sema

Indiana State Emergency Management Agency.

www.state.il.us/iema

Illinois Emergency Management Agency.

Continue ▶

◀ *Back*

Kentucky

www.kyem.dma.state.ky.us

Kentucky Emergency Management.

www.madison-county-ema.com

Madison County Emergency Management Agency.

Maryland

www.mema.state.md.us/programs.html

Maryland Emergency Management Agency, Chemical Stockpile Emergency Preparedness Program.

Oregon/Washington

www.csepp.net

Umatilla and Morrow Counties (Oregon), Benton County (Washington), Chemical Stockpile Emergency Preparedness Program.

www.bces.wa.gov

Benton County (Washington) Emergency Services.

<http://emd.wa.gov>

Washington Emergency Management Division.

www.osp.state.or.us/oem/index.htm

Oregon Emergency Management.

Utah

www.tcem.org

Tooele County Emergency Management.

<http://des.utah.gov/prepare/csepp1.html>

Utah Department of Public Safety, Chemical Stockpile Emergency Preparedness Program.

Anti-Incineration Organizations

www.cwwg.org

The anti-incineration Web site of the Chemical Weapons Working Group.

www.healutah.org/chem_weapons

The anti-incineration Web site of Heal Utah.

Major News Organizations

www.abcnews.com

www.cbsnews.com

www.msnbc.com

www.cnn.com

<http://news.bbc.co.uk>

www.pbs.org/newshour

www.foxnews.com

www.npr.org/news

www.time.com/time

www.newsweek.com

www.usnews.com

www.washingtonpost.com

www.usatoday.com

www.csmonitor.com

www.nytimes.com (*Registration required*)

www.latimes.com (*Registration required*)

News Links

www.newslink.org

This Web site can be used to locate news media Internet sites, by media type and location.

www.ap.org

To find news from The Associated Press and its member newspapers and broadcasters, sign on to the AP Web site and click on "AP News." From there, a pull down menu allows for individual states and then for specific news media outlets to be selected.

These are the news media outlets in or near states with CSEPP sites that carry news from the AP, as of December 2003.

Alabama

Alabama Live

Daily Mountain Eagle

Gadsden Times

Montgomery Advertiser

Selma Times Journal

The Dothan Eagle

The Opelika Auburn News

TimesDaily.com

Tuscaloosa News

Arkansas

Baxter Bulletin

nwaoline.net (northwest Arkansas)

The Cabin.net

Southwest Times Record

More AP-affiliated CSEPP media ▶

◀ [Back](#)

Colorado

Colorado Springs Gazette
Denver Post Online
Fort Collins Coloradoan
Greeley Tribune
Longmont FYI (The Daily Times-Call)
Loveland FYI (The Daily Reporter-Herald)
Rocky Mountain News Online
Search Colorado
Summit News
The Daily Camera
Vail Daily

Delaware

The (Wilmington) News-Journal

Georgia

AccessNorthGa.com
Athens Banner Herald
Augusta Chronicle
Savannah Now
South Georgia Online
The Daily News Tribune Online
The Gainesville Times

Illinois

Kanakee Journal Online
Lincoln Courier
Pantagraph
Quad Cites
Register-Star
SJ-R.com/The State Journal-Register
Suburban Chicago Newspapers
The Daily Register Online
The Edwardsville Intelligencer
WPNA-AM

Indiana

Chronicle Tribune
Columbus Republic
Daily Journal
Elkhart Truth
Evansville Online
Indianapolis Star/News Online
Journal & Courier
Palladium-Item
The Shelbyville News
The Star Press Web Edition
The Times Online
Vincennes Sun-Commercial

Kentucky

Bowling Green Daily News
Daily Independent Online
Madisonville Messenger
News-Enterprise
The Advocate Messenger
The Courier-Journal
The Gleaner Online
The Messenger Inquirer

Maryland

Carroll County Online
The Cecil Whig
The Daily Times
The Frederick News-Post

Oregon

Baker City Herald
KOIN-TV
La Grande
Mail Tribune
Mid-Valley OnLine (Albany)
Oregon Live
Statesman Journal
The Bulletin
The Register-Guard

Utah

Deseret News Web Edition
Orem Daily Journal
St. Georges Spectrum
The Daily Herald

Washington

Bellingham Herald
DJC Online
Eastside Journal Online
Peninsula Daily News
seattle PI.com
South County Journal Online
spokane.net
The Columbian
The Olympian
The Seattle Times
Union Bulletin

[Continue](#) ▶

◀ Back

CSEPP-Community News Media

Alabama

www.annistonstar.com
The Anniston Star. (*Subscription required*)

www.wbrc.com/index1.shtml
WBRC-6 Fox, Birmingham.

www.abc3340.com
WCFT/WJSU ABC 33/40, Birmingham-Tuscaloosa-Anniston.

www.wiat.com
WIAT-TV 42 CBS, Birmingham-Anniston-Tuscaloosa.

www.nbc13.com
WVTM-TV 13, Birmingham-Tuscaloosa-Anniston.

Arkansas

www.pbcommercial.com
Pine Bluff Commercial.

www.ardemgaz.com
Arkansas Democrat-Gazette.

www.kark.com
KARK-4 NBC, Little Rock.

www.katv.com
KATV-7 ABC, Little Rock.

www.todaysthv.com
KTHV-11 CBS, Little Rock.

Colorado

www.chieftain.com
The Pueblo Chieftain.

www.denverpost.com
The Denver Post.

www.rockymountainnews.com
Rocky Mountain News.

www.kktv.com
KKTU-11 CBS, Colorado Springs-Pueblo.

www.krdotv.com
KRDO-13, Colorado Springs-Pueblo.

www.kcncnews4.com
KCNC-4 CBS, Denver.

www.fox31.com
KDVR-31 Fox, Denver.

www.thedenverchannel.com
KMGH-7 ABC, Denver.

<http://9news.com>
KUSA-9 NBC, Denver.

Illinois/Indiana

<http://dancomnews.com>
Commercial-News (Danville).

www.tribstar.com
Tribune Star (Terre Haute).

<http://fox59.trb.com>
WXIN-59 Fox, Indianapolis.

www.wthr.com
WTHR-13 NBC, Indianapolis.

www.theindychannel.com
WRTV-6 ABC, Indianapolis.

www.wishtv.com
WISH-8 CBS, Indianapolis.

www.wthi.com
WTHI-10 CBS, Terre Haute.

www.fox38.com
WBAK-38 Fox, Terre Haute.

www.wtwo.com
WTWO-2 NBC, Terre Haute.

Kentucky

www.richmondregister.com
Richmond Register.

<http://kentucky.com/mld/heraldleader>
Lexington Herald-Leader.

www.wdky56.com
WDKY-56 Fox, Lexington.

www.wtvq.com
WTVQ-36 ABC, Lexington.

www.wkyt.com
WKYT-27 CBS, Lexington.

www.wlextv.com
WLEX-18 NBC, Lexington.

Continue ▶

◀ Back

Maryland

www.sunspot.net

Baltimore Sun.

www.foxbaltimore.com/foxindex.html

WBFF-45 Fox, Baltimore.

www.thewbalchannel.com

WBAL-11 NBC, Baltimore.

www.wjz.com

WJZ-13 CBS, Baltimore.

www.wmar.com

WMAR-2 ABC, Baltimore

Oregon/Washington

www.tri-cityherald.com

Tri-City Herald.

www.eastoregonian.info

The East Oregonian. (*Subscription required*)

www.hermistonherald.com

The Hermiston Herald.

www2.keprtv.com

KEPR-19 CBS, Tri-Cities.

www.kndu.com/news

KNDU-25 NBC, Tri-Cities.

www.kviewtv.com

KVEW ABC, Tri-Cities.

Utah

www.transcriptbulletin.com

Tooele Transcript Bulletin.

www.deseretnews.com

Deseret News.

www.sltrib.com

The Salt Lake Tribune.

www.4utah.com

KTVX-4 ABC, Salt Lake City.

<http://kutv.com>

KUTV-2 CBS, Salt Lake City.

www.fox13.com

KSTU-13 Fox, Salt Lake City.

www.ksl.com

KSL-5 NBC, Salt Lake City.

www.kjzz.com

KJZZ-14, Salt Lake City.

◀ Back

Sources and Recommended Reading

The Art of Readable Writing, by Rudolf Flesch. New York: Macmillan, 1986.

The Associated Press Stylebook and Briefing on Media Law, edited by Norm Goldstein. Cambridge: Perseus Publishing, 2000.

Broadcast News, by Mitchell Stephens. Third Edition. Fort Worth, TX: Harcourt Brace College, 1993.

Broadcast News Writing and Reporting, by Ted White. New York: St. Martin's, 1993.

The Elements of Style, by William Strunk Jr. & E.B. White. Third edition. New York: Macmillan, 1979.

FEMA Emergency Information Field Guide (condensed), October 1998.

JICsaw III: CSEPP JIC/JIS Training Course, student workbook and study guide for the Chemical Stockpile Emergency Preparedness Program. Presented by Argonne National Laboratory.

The New News Business: A Guide to Writing and Reporting, by John Chancellor & Walter R. Means. First edition. New York: Harper Collins, 1995.

News Reporting and Writing, by The Missouri Group: Brian S. Brooks, George Kennedy, Daryl R. Moen & Don Ranly. New York: St. Martin's Press, 1998.

The Newspapers Handbook, by Richard Keeble. Second edition. London and New York: Routledge, 1998.

On Writing Well: The Classic Guide to Writing Nonfiction, by William Zinsser. Sixth edition. New York: Harper Collins, 1998.

The Public Relations Writer's Handbook, by Merry Aronson & Don Spetner. New York: Lexington Books, 1993.

Practical Newspaper Reporting, by Geoffrey Harris & David Spark. Second edition. Oxford: Focal Press, 1993.

Reading the News, edited by Robert Karl Manoff & Michael Schudson. New York: Pantheon Books, 1987.

Reporting and Writing: Basics for the 21st Century, by Christopher Scanlan. Fort Worth: Harcourt Brace, 2000.

Spokesperson Training, student workbook and study guide for the Chemical Stockpile Emergency Preparedness Program. Presented by Argonne National Laboratory.

Working with Words, by Brian S. Brooks and James L. Pinson. New York: St. Martin's Press, 1989.

Writing Broadcast News — Shorter, Sharper, Stronger, by Melvin Block. Chicago: Bonus Books, 1989.

Writing to Deadline: The Journalist at Work, by Donald M. Murray. Portsmouth: Heinemann, 2000.

Writing Effective News Releases... How to Get Free Publicity for Yourself, Your Business, or Your Organization, by Catherine V. McIntyre. Colorado Springs: Piccadilly Books, 1992.

Writing for the Media, by Sandra Pesmen. Lincolnwood: NTC Business Books, 1991.

Writing News for Broadcast, by Edward Bliss Jr. and James L. Hoyt. Third Edition. New York: Columbia University Press, 1994.



Take time out to read more about news writing.

Chapter 1 Activities: The Reporter's Perspective

Scenario: A reporter has just been handed the following news release. Review the release and identify the potential questions from the reporter.

[Dateline] — A grass fire, which apparently started on university property southwest of the adjoining XYZ Depot, is burning in a west-to-east direction. Current predictions have the grass fire remaining on the university property south of the XYZ Depot chemical limited area.

No XYZ Depot structures have been involved in the grass fire and no injuries have been reported. XYZ Depot fire units responded to the situation and are currently fighting the fire and constructing fire breaks. Fire units from two nearby counties are on-site and assisting in the fire fighting effort. XYZ Depot fire units that were assisting the county at another grass fire have been recalled to the depot.

An excess office equipment warehouse southwest of the depot chemical limited area was evacuated earlier due to heavy smoke. Depot workers were sent home at 4 p.m. EST and routed around the north side of the depot. The situation is currently in hand and there does not appear to be any major threat to the XYZ Depot chemical limited area.

###

*Cursor **here** to see a list of possible questions arising from the news release*

*Cursor **here** to see how the news release might have been rewritten*

*Type **here** (when finished, click cursor anywhere outside box)*

Chapter 1 Activities: Who's Who in a Newsroom

Newspaper

The **reporter** will probably be dealt with most frequently by the PIO/PAO. It is the job of the reporter to gather and analyze information, and then present it to the reader in the form of a story. Reporters are often assigned to specific areas of responsibility, or "beats." Typical beats would include business, crime, politics, education and public safety. Following a major event, a number of reporters from the same newspaper may be involved in covering the story; some of the reporters may have a strong background in the issue(s), while others may be getting involved for the first time.



Denver Public Library

Reporters from the same newspaper will sometimes work together on a story. This can be done by combining information into a single news story, or by having one reporter in the field gathering information and another in the newsroom writing the article. Most newspapers will include a byline that identifies who has written the story as well as the person's position, i.e., staff writer, wire service reporter or free-lance contributor.

The **editors** of a newspaper have a hand in almost every aspect of publication, and they range from the managing editor who runs the newsroom and oversees the newsgathering and dissemination to the copy editor who proofs the stories. Editors' responsibilities can include: deciding which events to cover and how aggressively; assigning reporters to a story; checking the copy submitted by reporters and making revisions as necessary; deciding which stories will get published, and where the stories will be placed in the paper (front page, business section, etc.); writing headlines (reporters rarely write the headlines for their own stories); assigning photographers to a story; and selecting photo-graphs.

Larger newspapers will often have these duties broken up among a number of different editors; such papers will typically also have separate sections (news, sports, entertainment, etc.)



Denver Public Library

overseen by different sets of editors. A large section like news can have many editors, such as for international, national, state and local news.

The hub of a newsroom is the **city desk**. It is from this location that story assignments are made and it is where the city editor (or assistant editors) will edit stories for content and clarity. There are usually parallel desks within a newsroom for the other newspaper sections. Within most news-rooms there is also a news desk (also called a copy desk), where final editing of stories is completed, headlines are written and pages are designed.

Continue ►



A **columnist** at a newspaper comments on issues of the day that are in the public interest. In other words, a columnist gives his or her opinion. Whereas objectivity is demanded of reporters and editors, columnists are allowed — and in fact are

encouraged — to have a strong point of view, though the columnist does have the same obligation to be fair and accurate in his or her writing. Columnists tend to have significant discretion in determining what to write about. Most newspapers clearly label opinion columns to differentiate them from news articles; however, columns can appear in any section of the newspaper.

In addition to news stories and columns, newspapers have a section reserved for editorials, letters-to-the-editor, political cartoons and opinion pieces. **Editorials** are written by an editorial writer and are usually not signed by individual writers. Editorials represent the official position of the newspaper, and the section is overseen by an editorial page editor. The **publisher** of the newspaper is often involved in determining what positions the paper will take, including endorsements for public office.

Letters-to-the-editor and **political cartoons** are usually published on the editorial page. The **op-ed** section (which means literally “opposite the editorial page”) publishes opinion pieces from the newspaper’s own columnists as well as a wide-range of articles from individuals not affiliated with the newspaper, including

syndicated columnists. Depending upon the size of the newspaper, there can be a separate **op-ed page editor**.

Distinct and apart from the newsgathering, reporting and editing operation of a newspaper is the **advertising staff**. Those portions of a newspaper not filled by news or editorial copy are sold as advertising space. To ensure that the views and interests of advertisers do not affect or influence — or even give the appearance of affecting or influencing — the news judgment of editors and reporters, most newspapers build a “wall” between advertising and editorial staffs. This separation is one of the most enduring features of American journalism.



Radio & Television

The newsrooms in radio and television stations have organizational structures that are similar. The titles and levels of management are usually determined by the size of the news operation and the number of news programs being produced by that station. In general, the larger the market, the larger and more complex the newsroom organization at the television and radio stations in that market.



A **general manager** has responsibility for the entire operation of the station — including non-news areas such as sales and marketing. A **news director** will generally oversee the newsroom on a day-to-day basis. Under the news director is often an **executive producer** (sometimes called an assistant news director) who is in charge of a particular shift, working with a staff of reporters, anchors, producers and news writers to oversee production of the newscast. There are also a number of **technical staff**, including camera crews, sound technicians, tape editors and recording engineers, who play key roles in the daily broadcasts.

In larger markets, **reporters** perform the bulk of information gathering for the original stories covered on a television or radio broadcast, and they typically appear on-air to present their reports. Television stations do not assign reporters to every story, even those shot in the field. The PIO/PAO may sometimes deal directly with the camera people on “crew-only” shoots.

Anchors are generally the most visible and well-known people at a television or radio station. In addition to hosting the broadcast, the anchor will often conduct live on-air interviews, write copy and work with the producer to direct on-air coverage. Few anchors have time to do extensive reporting of their own, though there are exceptions.

In the same way that newspapers have separate sections, radio and television news broadcasts are



usually broken up into different segments, such as news, business, sports and entertainment. Depending upon the size of the station, each segment can have its own group of producers, writers, reporters and anchors. Conversely, some smaller stations may have one individual responsible for all aspects of a segment.

At most stations, the **news writers** produce copy for the on-air anchors and reporters but are not themselves featured on the radio or television broadcasts. In putting together stories, news writers will use information gathered by the station's reporters, as well as information from wire services and other sources, including original reporting.

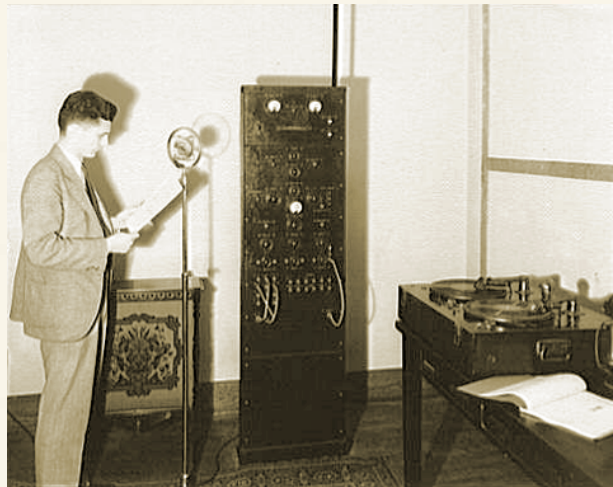
Continue ▶

◀ Back



The **producer** in a radio or television station newsroom has responsibilities similar to those of a newspaper editor and is involved in all aspects of decision-making, determining which stories to cover, where the stories should appear in the broadcast and how much time should be devoted to each story. The producer also reviews news copy and makes changes where appropriate prior to a story's airing. **Field producers** are surrogate reporters who conduct field interviews, direct tape crews and often write stories, but do not appear on air.

One of the most important areas for the PIO/PAO is the **assignment desk** (also called the news desk), which is the place from which the assignment editor will — like a field general — coordinate the day's story coverage. In many newsrooms the shift producer has the role of assignment editor. The assignment editor will review the day's newspapers and wire reports to determine what stories should be covered and will assign them to the available



staff of newsroom writers and field reporters. Unless there is a pre-existing relationship with a reporter or producer at the station, the assignment desk is also the place to report breaking news, phone in a tip or pitch a story idea.


Planning editors are a fairly new feature of radio and television news operations, usually in larger markets. They are responsible for all advance coverage planning, which includes everything from the next day forward. This arrangement frees the assignment editor to deal with same-day coverage issues and decisions. Dealing with a planning editor (when there is one) is key to media relations. When calling about same-day coverage, the PIO/PAO should ask for the assignment editor (or desk); when calling about advance coverage, simply ask for whoever is planning the next day's (or beyond) broadcast.


Many radio and television stations are owned by **networks** for which they serve as **affiliates**. These stations also will air national and international news stories developed by the network.

###

Chapter 2 Activities: Proofreader's Marks



(To print a hard copy of this page, click [here](#) and in the resulting dialogue box insert "44" as the page number. Print as usual.)


 ATLANTA (AP) — The organization *indent for paragraph*


said Thursday.  It was the first *paragraph*


the last attempts.


 With this the president tried *no paragraph*



the  Jones  Smith company is not *transpose*


over a period of  sixty or more years *use figures*


there were  9 in the group/ *spell it out*

Ada,  Oklahoma is the hometown *abbreviate*


The  Ga man was the guest of *don't abbreviate*


 prince  edward said it was his *uppercase*

as a result  This will be *lowercase*

the  ac cuser pointed to them *remove space*


 In these times it is necessary *insert space*


the order for the  ~~later~~ devices *retain*


The ruling  is a fine example *insert word*


according to the  this source *delete*


 By DONALD AMES  *bold face, center*



J. R. Thomas  *flush right*


 J. R. Thomas *flush left*


 *insert comma*


 *insert apostrophe*

 *insert quotation marks*

 or  *insert period*

 *hyphen*

 *dash*

 [Return to Chapter 2 activity, "Clean \(Up\) the Clutter"](#)

Chapter 2 Activities: Clean (Up) the Clutter

Using the proofreader's marks (click [here](#) to review) and the techniques discussed by Zinsser in Chapter 2, practice editing on this draft from On Writing Well.

It won't do to say that the... reader is too dumb or too lazy to keep pace with the writer's train of thought. My sympathies are entirely with him. He's not so dumb. If the reader is lost, it is generally because the writer of the article has not been careful enough to keep him on the proper path.

This carelessness can take any number of different forms. Perhaps a sentence is so excessively long and cluttered that the reader, hacking his way through all the verbiage, simply doesn't know what the writer means. Perhaps a sentence has been so shoddily constructed that the reader could read it in any of several ways. He thinks he knows what the writer is trying to say, but he's not sure. Perhaps the writer has switched pronouns in mid-sentence, or perhaps he has switched tenses, so the reader loses track of who is talking to whom, or exactly when the action took place. Perhaps Sentence B is not a logical sequel to Sentence A —

(To print a hard copy of this page, click [here](#) and in the resulting dialogue box insert "45" as the page number. Print as usual.)

the writer, in whose head the connection is perfectly clear, has not given enough thought to providing the missing link. Perhaps the writer has used an important word incorrectly by not taking the trouble to look it up and make sure. He may think that "sanguine" and "sanguinary" mean the same thing, but I can assure you that the difference is a bloody big one to the reader. He can only try to infer (speaking of big differences) what the writer is trying to imply.

Faced with such a variety of obstacles, the reader is at first a remarkably tenacious bird. He tends to blame himself. He obviously missed something, he thinks, and he goes back over the mystifying sentence, or over the whole paragraph, piecing it out like an ancient rune, making guesses and moving on. But he won't do this for long. He will soon run out of patience. The writer is making him work too hard — harder than he should have to work — and the reader will look for a writer who is better at his craft.

The writer must therefore constantly ask himself: What am I trying to say in this sentence? (Surprisingly often, he doesn't know.) And then he must look at what he has just written and ask: Have I said it? Is it clear to someone who is coming upon the subject for the first time? If it's not clear, it is because some fuzz has worked its way into the machinery. The clear writer is a person who is clear-headed enough to see this stuff for what it is: fuzz.

I don't mean to suggest that some people are born clear-headed and are therefore natural writers, whereas other people are naturally fuzzy and will therefore never write well. Thinking clearly is an entirely conscious act that the writer must keep forcing himself, just as if he were starting out on any other kind of project that calls for logic: adding up a laundry list or doing an algebra problem or playing chess. Good writing doesn't just come naturally, though most people obviously think it's as easy as walking.

[Click here to see how Zinsser edited the draft](#)

◀ Back

Chapter 2 Activities: Clean (Up) the Clutter

Zinsser:

“The first of two pages from the final manuscript of this chapter from the First Edition of *On Writing Well*. Although they look like a first draft, they had already been rewritten and retyped — like almost every other page — four or five times. With each rewrite I try to make what I have written tighter, stronger and more precise, eliminating every element that is not doing useful work. Then I go over it once more, reading it aloud, and am always amazed at how much clutter can still be cut. In this Fourth Edition I’ve eliminated the sexist pronoun ‘he’ to denote ‘the writer’ and ‘the reader.’”

ON WRITING WELL

is too dumb or too lazy to keep pace with the ~~writer's~~ train of thought. My sympathies are ~~entirely~~ with him. ~~He's not so dumb.~~ If the reader is lost, it is generally because the writer ~~of the article~~ has not been careful enough to keep him on the ~~proper~~ path.

This carelessness can take any number of ~~different~~ forms. Perhaps a sentence is so excessively ~~long and~~ cluttered that the reader, hacking his way through ~~all~~ the verbiage, simply doesn't know what ~~the writer~~ ^{it} means. Perhaps a sentence has been so shoddily constructed that the reader could read it in any of ~~two or three~~ ^{several} different ways. ~~He thinks he knows what the writer is trying to say, but he's not sure.~~ Perhaps the writer has switched pronouns in mid-sentence, or ~~perhaps he~~ has switched tenses, so the reader loses track of who is talking to ~~whom~~, or ~~exactly~~ when the action took place. Perhaps ~~Sentence B~~ is not a logical sequel to ~~Sentence A~~ — the writer, in whose head the connection is ~~perfectly~~ clear, has not ~~given enough thought to providing~~ ^{bothered to provide} the missing link. Perhaps the writer has used an important word incorrectly by not taking the trouble to look it up ~~and make sure.~~ He may think that "sanguine" and "sanguinary" mean the same thing, but ~~I can assure you that the difference is a bloody big one to the~~ ^{The reader} reader. ~~He can only try to infer when~~ (speaking of big differences) what the writer is trying to imply.

Continue ▶

[◀ Back](#)

Chapter 2 Activities: Clean (Up) the Clutter

Faced with ~~such a variety of~~ ^{these} obstacles, the reader is at first a remarkably tenacious bird. He ~~tends to blame~~ ^S himself. [^] He obviously missed something, ~~he thinks~~, and he goes back over the mystifying sentence, or over the whole paragraph, piecing it out like an ancient rune, making guesses and moving on. But he won't do this for long. ~~He will soon run out of patience.~~ (The writer is making him work too hard, ~~harder~~ than he should have to work ~~and the reader will look for~~ ^{one} ~~a writer~~ who is better at his craft.

The writer must therefore constantly ask himself: What am I trying to say ~~in this sentence?~~ [?] Surprisingly often, he doesn't know. ~~And then he must look at what he has just~~ [^] written and ask: Have I said it? Is it clear to someone ~~who is coming upon~~ ^{encountering} the subject for the first time? If it's not ~~clear~~, it is because some fuzz has worked its way into the machinery. The clear writer is a person ~~who is~~ clear-headed enough to see this stuff for what it is: fuzz.

I don't mean to ~~suggest~~ that some people are born clear-headed and are therefore natural writers, whereas ~~other people~~ ^{others} are naturally fuzzy and will ~~therefore~~ never write well. Thinking clearly is ~~an entirely~~ ^a conscious act that the writer must ~~keep forcing~~ ^{force} upon himself, just as if he were ~~embarking~~ ^{embarking} starting out on any other ~~kind of~~ project that ~~calls for~~ ^{required} logic: adding up a laundry list or doing an algebra problem ~~or playing chess.~~ Good writing doesn't ~~just~~ come naturally, though most people obviously think ~~it's as easy as walking.~~ ^{it does.} The professional

Chapter 2 Activities: Which Word Do I Use?

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **effect** — as a noun means result; as a verb means to cause or accomplish
affect — avoid as a noun, except in psychology to describe an emotion; as a verb means to influence or produce a change in

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

✓ **Although** — Regardless of the fact that; even though

Usage note: As conjunctions, *although* and *though* are generally interchangeable: Although (or though) she smiled, she was angry. *Although* is usually placed at the beginning of its clause (as in this example), whereas *though* may occur elsewhere and is the more common term when used to link words or phrases, as in “wiser though poorer.”

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **emend** — to correct
amend — to make a formal charge

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **any more** — something additional
anymore — as a single word is an adverb meaning “any longer”

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

✓ **anyone** — any person

Usage note: The one-word form anyone is used to mean “any person.” The two-word form “any one” is used to mean “whatever one (person or thing) of a group.” “Anyone may join” means that admission is open to everybody. “Any one may join” means that admission is open to one person only.

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **Anyway** — in any event; nevertheless; regardless
Any way — in any manner

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

✓ **ensure** — to make safe or secure

Usage note: “Assure,” “ensure,” and “insure” all mean “to make secure or certain.” Only assure is used with reference to a person in the sense of “to set the mind at rest”: *assured the leader of his loyalty*. Although ensure and insure are generally interchangeable, only “insure” is now widely used in American English in the commercial sense of “to guarantee persons or property against risk.”

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

✓ **oral** — spoken rather than written

Usage note: “Verbal” has been used to refer to spoken, as opposed to written, communication by reputable writers since the 16th century, and the usage cannot be considered incorrect. But critics are right to observe that this use of “verbal” may sometimes invite confusion with the use meaning “by linguistic means.” In such contexts the word “oral” is always available to convey the narrower sense of communication by spoken means. “Aural” pertains to the ear.

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

✓ **Because** — “for the reason that;” describing a direct causal relationship

Usage note: Avoid using “due to.” If you do, the phrase should follow a form of “to be” and must modify a noun. *Example:* Instead of “He resigned due to ill health,” write “His resignation was due to ill health.”

Since — indicates a non-causal relationship

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **beside** — at the side of; next to
besides — in addition to; also

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **capital** — a town or city that is the official seat of government in a political entity
Capitol — a building or complex of buildings in which a state legislature meets

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

✓ **continual** — recurring regularly or frequently

Usage note: “Continual” can connote absence of interruption (*lived in continual fear*) but is chiefly restricted to what is intermittent or repeated at intervals (*the continual barking of the dog in the storm*). “Continuous” implies lack of interruption in time, substance, or extent.

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

- | | | |
|---|--|---|
| 1. What (affect, effect) will this have on my cows? | 9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media. | 16. (Over, More than) sixteen rockets were destroyed in the explosion. |
| 2. (Although, Though) the plume has passed, people cannot return home yet. | 10. The county commissioner is (beside, besides) the commander. | 17. (Fewer than, Less than, Under) 500 people were evacuated. |
| 3. The Army will (amend, emend) the problem. | 11. Little Rock is the (capital, Capitol) of Arkansas. | 18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed. |
| 4. There aren't (any more, anymore) weapons to be destroyed. | 12. The emergency alert system message will be (continual, continuous). | 19. (It's, Its) not sure where (it's, its) toy is. |
| 5. Do you think (anyone, any one) will show up to this meeting? | 13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast. | 20. I think I will (lay, lie) down for a while. |
| 6. (Anyway, Any way), we've got to start the monitoring soon. | 14. That computer takes a 3½" floppy (disc, disk). | 21. The Army will be (liable, libel, likely) for damages from this accident. |
| 7. Workers wear protective clothing to (assure, ensure, insure) their safety. | 15. The response effort went (farther, further) than we expected yesterday. | 22. Monitoring has (proved, proven) that no contamination reached the community. |
| 8. Giving a speech is giving an (aural, oral, verbal) presentation. | | |

Chapter 2 Activities: Which Word Do I Use?

- ✓ **destroyed** — to demolish; ruin completely; do not say “partially destroyed”
damaged — a *partial* loss of property; do not say “partially damaged”

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

- | | | |
|---|--|---|
| 1. What (affect, effect) will this have on my cows? | 9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media. | 16. (Over, More than) sixteen rockets were destroyed in the explosion. |
| 2. (Although, Though) the plume has passed, people cannot return home yet. | 10. The county commissioner is (beside, besides) the commander. | 17. (Fewer than, Less than, Under) 500 people were evacuated. |
| 3. The Army will (amend, emend) the problem. | 11. Little Rock is the (capital, Capitol) of Arkansas. | 18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed. |
| 4. There aren't (any more, anymore) weapons to be destroyed. | 12. The emergency alert system message will be (continual, continuous). | 19. (It's, Its) not sure where (it's, its) toy is. |
| 5. Do you think (anyone, any one) will show up to this meeting? | 13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast. | 20. I think I will (lay, lie) down for a while. |
| 6. (Anyway, Any way), we've got to start the monitoring soon. | 14. That computer takes a 3½" floppy (disc, disk). | 21. The Army will be (liable, libel, likely) for damages from this accident. |
| 7. Workers wear protective clothing to (assure, ensure, insure) their safety. | 15. The response effort went (farther, further) than we expected yesterday. | 22. Monitoring has (proved, proven) that no contamination reached the community. |
| 8. Giving a speech is giving an (aural, oral, verbal) presentation. | | |

Chapter 2 Activities: Which Word Do I Use?

- ✓ **disk** — any round, flat object; a computer disk; an anatomical structure
disc — a phonograph record or compact disc; part of a plow

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

- | | | |
|---|--|---|
| 1. What (affect, effect) will this have on my cows? | 9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media. | 16. (Over, More than) sixteen rockets were destroyed in the explosion. |
| 2. (Although, Though) the plume has passed, people cannot return home yet. | 10. The county commissioner is (beside, besides) the commander. | 17. (Fewer than, Less than, Under) 500 people were evacuated. |
| 3. The Army will (amend, emend) the problem. | 11. Little Rock is the (capital, Capitol) of Arkansas. | 18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed. |
| 4. There aren't (any more, anymore) weapons to be destroyed. | 12. The emergency alert system message will be (continual, continuous). | 19. (It's, Its) not sure where (it's, its) toy is. |
| 5. Do you think (anyone, any one) will show up to this meeting? | 13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast. | 20. I think I will (lay, lie) down for a while. |
| 6. (Anyway, Any way), we've got to start the monitoring soon. | 14. That computer takes a 3½" floppy (disc, disk). | 21. The Army will be (liable, libel, likely) for damages from this accident. |
| 7. Workers wear protective clothing to (assure, ensure, insure) their safety. | 15. The response effort went (farther, further) than we expected yesterday. | 22. Monitoring has (proved, proven) that no contamination reached the community. |
| 8. Giving a speech is giving an (aural, oral, verbal) presentation. | | |

Chapter 2 Activities: Which Word Do I Use?

✓ **further** — To a greater extent; more

Usage note: “Farther” and “further” have been used interchangeably by many writers since the Middle English period. According to a rule of relatively recent origin, however, “farther” should be reserved for physical distance and “further” for advancement along a nonphysical dimension.

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

- | | | |
|---|--|---|
| 1. What (affect, effect) will this have on my cows? | 9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media. | 16. (Over, More than) sixteen rockets were destroyed in the explosion. |
| 2. (Although, Though) the plume has passed, people cannot return home yet. | 10. The county commissioner is (beside, besides) the commander. | 17. (Fewer than, Less than, Under) 500 people were evacuated. |
| 3. The Army will (amend, emend) the problem. | 11. Little Rock is the (capital, Capitol) of Arkansas. | 18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed. |
| 4. There aren't (any more, anymore) weapons to be destroyed. | 12. The emergency alert system message will be (continual, continuous). | 19. (It's, Its) not sure where (it's, its) toy is. |
| 5. Do you think (anyone, any one) will show up to this meeting? | 13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast. | 20. I think I will (lay, lie) down for a while. |
| 6. (Anyway, Any way), we've got to start the monitoring soon. | 14. That computer takes a 3½" floppy (disc, disk). | 21. The Army will be (liable, libel, likely) for damages from this accident. |
| 7. Workers wear protective clothing to (assure, ensure, insure) their safety. | 15. The response effort went (farther, further) than we expected yesterday. | 22. Monitoring has (proved, proven) that no contamination reached the community. |
| 8. Giving a speech is giving an (aural, oral, verbal) presentation. | | |

Chapter 2 Activities: Which Word Do I Use?

- ✓ **More than** — refers to a numerical quantity
Over — at a position above or higher

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

✓ **Fewer than** — an indefinitely small number of persons or things

Usage note: “Fewer” is used with expressions denoting things that can be counted (as in this example), while “less” is used with mass terms denoting things of measurable extent (*less water, less energy*).

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

- | | | |
|---|--|---|
| 1. What (affect, effect) will this have on my cows? | 9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media. | 16. (Over, More than) sixteen rockets were destroyed in the explosion. |
| 2. (Although, Though) the plume has passed, people cannot return home yet. | 10. The county commissioner is (beside, besides) the commander. | 17. (Fewer than, Less than, Under) 500 people were evacuated. |
| 3. The Army will (amend, emend) the problem. | 11. Little Rock is the (capital, Capitol) of Arkansas. | 18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed. |
| 4. There aren't (any more, anymore) weapons to be destroyed. | 12. The emergency alert system message will be (continual, continuous). | 19. (It's, Its) not sure where (it's, its) toy is. |
| 5. Do you think (anyone, any one) will show up to this meeting? | 13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast. | 20. I think I will (lay, lie) down for a while. |
| 6. (Anyway, Any way), we've got to start the monitoring soon. | 14. That computer takes a 3½" floppy (disc, disk). | 21. The Army will be (liable, libel, likely) for damages from this accident. |
| 7. Workers wear protective clothing to (assure, ensure, insure) their safety. | 15. The response effort went (farther, further) than we expected yesterday. | 22. Monitoring has (proved, proven) that no contamination reached the community. |
| 8. Giving a speech is giving an (aural, oral, verbal) presentation. | | |

Chapter 2 Activities: Which Word Do I Use?

half-mast — flags are lowered (not raised) to half-mast on ships and at naval stations only

✓ **half-staff** — flags are lowered (not raised) to half-staff everywhere else

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **It's** — the contraction of "it is"
Its — the possessive form of the pronoun "it," is never written with an apostrophe

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **its** — the possessive form of the pronoun “it,” is never written with an apostrophe
it’s — the contraction of “it is”

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **lie** — *intransitive verb*: to be at rest in a flat, horizontal, or recumbent position; recline
principal parts: lie, lay, have lain, is lying
- lay** — *transitive verb*: to set down; to place on a surface
principal parts: lay lay, have laid, is laying

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

- | | | |
|---|--|---|
| 1. What (affect, effect) will this have on my cows? | 9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media. | 16. (Over, More than) sixteen rockets were destroyed in the explosion. |
| 2. (Although, Though) the plume has passed, people cannot return home yet. | 10. The county commissioner is (beside, besides) the commander. | 17. (Fewer than, Less than, Under) 500 people were evacuated. |
| 3. The Army will (amend, emend) the problem. | 11. Little Rock is the (capital, Capitol) of Arkansas. | 18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed. |
| 4. There aren't (any more, anymore) weapons to be destroyed. | 12. The emergency alert system message will be (continual, continuous). | 19. (It's, Its) not sure where (it's, its) toy is. |
| 5. Do you think (anyone, any one) will show up to this meeting? | 13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast. | 20. I think I will (lay, lie) down for a while. |
| 6. (Anyway, Any way), we've got to start the monitoring soon. | 14. That computer takes a 3½" floppy (disc, disk). | 21. The Army will be (liable, libel, likely) for damages from this accident. |
| 7. Workers wear protective clothing to (assure, ensure, insure) their safety. | 15. The response effort went (farther, further) than we expected yesterday. | 22. Monitoring has (proved, proven) that no contamination reached the community. |
| 8. Giving a speech is giving an (aural, oral, verbal) presentation. | | |

Chapter 2 Activities: Which Word Do I Use?

- ✓ **liable** — legally obligated; responsible
libel — *verb*: defame; *noun*: defamation
likely — probable

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: Which Word Do I Use?

- ✓ **proven** — tested and found effective
proved — past tense of “prove”

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

1. What (affect, effect) will this have on my cows?
2. (Although, Though) the plume has passed, people cannot return home yet.
3. The Army will (amend, emend) the problem.
4. There aren't (any more, anymore) weapons to be destroyed.
5. Do you think (anyone, any one) will show up to this meeting?
6. (Anyway, Any way), we've got to start the monitoring soon.
7. Workers wear protective clothing to (assure, ensure, insure) their safety.
8. Giving a speech is giving an (aural, oral, verbal) presentation.
9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media.
10. The county commissioner is (beside, besides) the commander.
11. Little Rock is the (capital, Capitol) of Arkansas.
12. The emergency alert system message will be (continual, continuous).
13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast.
14. That computer takes a 3½" floppy (disc, disk).
15. The response effort went (farther, further) than we expected yesterday.
16. (Over, More than) sixteen rockets were destroyed in the explosion.
17. (Fewer than, Less than, Under) 500 people were evacuated.
18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed.
19. (It's, Its) not sure where (it's, its) toy is.
20. I think I will (lay, lie) down for a while.
21. The Army will be (liable, libel, likely) for damages from this accident.
22. Monitoring has (proved, proven) that no contamination reached the community.

Chapter 2 Activities: “Unrules” on Style and Usage

The *Rocky Mountain News* once gave this set of “unrules” on style and usage to its staffers. Correct these “unrules” so that each reads correctly:

(To print a hard copy of this page for making your own corrections, click [here](#) and in the resulting dialogue box insert “72” as the page number. Print as usual.)

Don’t use no double negative.

Make each pronoun agree with their antecedent.

Join clauses good, like a conjunction should.

About them sentence fragments.

When dangling, watch your participles.

Verbs has to agree with their subjects.

[Click here to see the corrected rules](#)

Just between you and I, case is important too.

Don’t write run-on sentences they are hard to read.

Don’t use commas, which aren’t necessary.

Try to not split infinitives.

It’s important to use your apostrophe’s correctly.

Proofread your writing to see if you any words out.

Correct spelling is esential.

◀ Back

Chapter 2 Activities: "Unrules" on Style and Usage

The *Rocky Mountain News* once gave this set of "unrules" on style and usage to its staffers. Correct these "unrules" so that each reads correctly:

Don't use ~~no~~ double negative. *a*

Make each pronoun agree with ~~their~~ antecedent. *its*

Join clauses good, like a conjunction should. *A conjunction should join like clauses.*

~~About~~ them sentence fragments. *Don't use*

When ~~dangling~~, watch your participles. *writing, don't dangle*

Verbs ~~has~~ to agree with their subjects. *have*

Just between you and ~~I~~, case is important too. *me*

Don't write run-on sentences they are hard to read. *They*

Don't use commas, which aren't necessary.

Try ~~to~~ not split infinitives. *to*

It's important to use your apostrophe's correctly.

Proofread your writing to see if you ~~any~~ words out. *left*

Correct spelling is ~~essential~~. *essential*

Chapter 3 Activities: News Release Template



[Letterhead]

Emergency Information From:

Organization

Street Address

City, State, Zip Code

For Immediate Release

[Date of release]

[Time of release]

For more information contact:

Name

Organization

Phone Number

Name

Organization

Phone Number

Name

Organization

Phone Number

HEADLINE

[Dateline] — News release text

###

Electronic file name

Chapter 4 Activities: Grouping Available Information into Logical Topics

Group the following information into logical topics

Type here:

Scenario: It is four hours into an incident, and three news releases have already been written and disseminated. (The initial news releases included information on evacuations.) The following important new information has just arrived in the JIC:

Three injured, two at hospital, one at clinic. All three showed signs of contamination and received treatment. Two at hospital are in serious condition. One apparent heart attack; the other has third-degree burns. Both males. One at clinic is a female — contaminated, broken arm. No names — families have not been notified. One death — male. Cause pending autopsy. No names — family has not been notified. Fire still burning at depot. At least three

rockets exploded; several appear to be damaged. One pallet outside igloo. Door to igloo open. Explosive Ordnance Detachment expected to arrive in two hours. Nerve agent still being released. Depot evacuation complete (except for essential personnel). County ordered evacuation of several zones two hours ago. Evacuation almost complete. Six reception/mass care centers established in nearby counties — two already full, shelters A and Z. Shelter A evacuees now to Shelter B (1234 Anystreet, Anytown), Shelter Z evacuees now to Shelter Y (4321 First Avenue, Mytown). Three traffic accidents during evacuation. Total of nine vehicles and 27 people. Five people seriously injured and taken to local hospitals. Unsure if any of these people have been contaminated.

Cursor [here](#) to see how the information could be logically grouped

[Click here for additional questions regarding this scenario](#)

 [Back](#)

Chapter 4 Activities: Grouping Available Information into Logical Topics

Group the following information into logical topics

Scenario: It is four hours into an incident, and three news releases have already been written and disseminated. (The initial news releases included information on evacuations.) The following important new information has just arrived in the JIC:

Three injured, two at hospital, one at clinic. All three showed signs of contamination and received treatment. Two at hospital are in serious condition. One apparent heart attack; the other has third-degree burns. Both males. One at clinic is a female — contaminated, broken arm. No names — families have not been notified. One death — male. Cause pending autopsy. No names — family has not been notified. Fire still burning at depot. At least three

rockets exploded; several appear to be damaged. One pallet outside igloo. Door to igloo open. Explosive Ordnance Detachment expected to arrive in two hours. Nerve agent still being released. Depot evacuation complete (except for essential personnel). County ordered evacuation of several zones two hours ago. Evacuation almost complete. Six reception/mass care centers established in nearby counties — two already full, shelters A and Z. Shelter A evacuees now to Shelter B (1234 Anystreet, Anytown), Shelter Z evacuees now to Shelter Y (4321 First Avenue, Mytown). Three traffic accidents during evacuation. Total of nine vehicles and 27 people. Five people seriously injured and taken to local hospitals. Unsure if any of these people have been contaminated.

Some additional questions regarding this scenario:

How many news releases would a JIC ordinarily produce based on these information groupings?

What subjects would the news releases cover?

Which news release should be written first? Why?

[Cursor here for answers](#)

Chapter 5 Activities: Who, What, When, Where, Why and How

Pick out the who, what, when, where, why and how in each lead; some answers may be “not applicable.”

INDIANA, Pa. — Church bells rang, a B-2 bomber flew overhead, and hundreds of fans gathered on the town square Saturday to celebrate the life and small town decency of the late Jimmy Stewart.

Type here:

*Cursor **here** to see how the elements of the lead might have been identified*

NEW ORLEANS — Women who argued that their breast implants made them sick wept with joy when a jury agreed that Dow Chemical Co. tested silicone implants on humans and plotted to hide potential health dangers.

Type here:

*Cursor **here** to see how the elements of the lead might have been identified*

Continue ►

[◀ Back](#)

Chapter 5 Activities: Who, What, When, Where, Why and How

Pick out the who, what, when, where, why and how in each lead; some answers may be “not applicable.”

NEW YORK — Global warming could cause Antarctica's ice shelves to grow instead of shrink, British research concludes. The new study provides a chilling reminder that climate change can result in surprising and paradoxical effects.

Type here:

*Cursor **here** to see how the elements of the lead might have been identified*

CHICAGO — Researchers wiped out stuttering in an 8-year-old girl and significantly helped three other children by catching their fluent speech on videotape and using those scenes as a model.

Type here:

*Cursor **here** to see how the elements of the lead might have been identified*

Chapter 5 Activities: Writing the Lead of a News Release

Review the following grouped information

Injuries: Three injured, two at hospital, one at clinic. All three showed signs of contamination and received treatment. Two at hospital are in serious condition. One apparent heart attack; the other has third-degree burns. Both males. One at clinic is a female — contaminated, broken arm. No names — families have not been notified.

Deaths: One male. Cause to be determined by autopsy. No name — family has not been notified.

Fire and weapons: Still burning at depot. At least three rockets exploded; several appear damaged. One pallet outside igloo. Door to igloo open. Explosive Ordnance Detachment scheduled to arrive in two hours. Nerve agent still being released.

Evacuation and shelters: XYZ Depot evacuation complete (except for essential personnel). County ordered evacuation of several zones two hours ago. Evacuation almost complete. Six reception/mass care centers established in nearby counties — two already full, Shelter A and Shelter Z. Shelter A evacuees now to Shelter B (1234 Anystreet, Anytown), Shelter Z evacuees now to Shelter Y (4321 First Avenue, Mytown). Three traffic accidents during evacuation. Total of nine vehicles and 27 people. Five people seriously injured and taken to local hospitals. Unsure if any of these people have been contaminated.

Write a lead for each news release topic: injuries and death; fire and weapons; evacuation and shelters. Before writing the lead, ask, “What will the public most want to know about in each news release?” Also, remember the six basic questions a lead should answer: Who? What? When? Where? Why? How?

Injuries and death —
Type here

Cursor here to see how it might have been written

Fire and weapons —
Type here

Cursor here to see how it might have been written

Evacuation and Shelters —
Type here

Cursor here to see how it might have been written

Chapter 5 Activities: Writing Leads — More Practice!

From each of the following sets of facts, write a lead. Remember to identify anticipated questions from the media.

Who: an M-55 rocket
What: exploded
Where: XYZ depot
When: today at 8 a.m. EST
Why: it slipped off the pallet
How: the pallet was being moved during routine re-configuration operations
Other information: depot commander is the information source; there is no indication that any nerve agent will leave the installation

Type here

Who: incinerator
What: temporarily shut down
Where: XYZ Depot
When: today at 8:00 a.m. EST
Why: small amount of agent appears to be leaking inside the building
How: not applicable
Other information: incinerator manager is the source; off-post community officials have been notified and have decided no public action is necessary at this time; stay tuned to Emergency Alert System radio

Type here

Who: the off-post community
What: nerve agent confirmed there
Where: 2 miles north of the XYZ Depot boundary
When: 10 minutes ago (8:50 a.m. EST)
Why: not applicable
How: by the Army's monitoring equipment
Other information: Army is the information source; off-post community officials are considering widening evacuation order

Type here

Cursor here to see how it might have been written

Cursor here to see how it might have been written

Cursor here to see how it might have been written

Chapter 5 Activities:

Writing the Body of a News Release

Review the following grouped information:

Injuries: Three injured, two at hospital, one at clinic. All three showed signs of contamination and received treatment. Two at hospital are in serious condition. One apparent heart attack; the other has third-degree burns. Both males. One at clinic is a female — contaminated, broken arm. No names — families have not been notified.

Deaths: One male. Cause to be determined by autopsy. No name — family has not been notified.

Fire and weapons: Still burning at depot. At least three rockets exploded; several appear damaged. One pallet outside igloo. Door to igloo open. Explosive Ordnance Detachment scheduled to arrive in two hours. Nerve agent still being released.

Evacuation and shelters: XYZ Depot evacuation complete (except for essential personnel). County ordered evacuation of several zones two hours ago. Evacuation almost complete. Six reception/mass care centers established in nearby counties — two already full, Shelter A and Shelter Z. Shelter A evacuees now to Shelter B (1234 Anystreet, Anytown), Shelter Z evacuees now to Shelter Y (4321 First Avenue, Mytown). Three traffic accidents during evacuation. Total of nine vehicles and 27 people. Five people seriously injured and taken to local hospitals. Unsure if any of these people have been contaminated.

Write the body for each of the news release topics: injuries and death; fire and weapons; evacuation and shelters. Remember to keep the sentence structures simple.

*Injuries and death —
Type here*

Cursor here to see how the body might have been written

Continue ►

◀ Back

Chapter 5 Activities:

Writing the Body of a News Release

Review the following grouped information:

Injuries: Three injured, two at hospital, one at clinic. All three showed signs of contamination and received treatment. Two at hospital are in serious condition. One apparent heart attack; the other has third-degree burns. Both males. One at clinic is a female — contaminated, broken arm. No names — families have not been notified.

Deaths: One male. Cause to be determined by autopsy. No name — family has not been notified.

Fire and weapons: Still burning at depot. At least three rockets exploded; several appear damaged. One pallet outside igloo. Door to igloo open. Explosive Ordnance Detachment scheduled to arrive in two hours. Nerve agent still being released.

Evacuation and shelters: XYZ Depot evacuation complete (except for essential personnel). County ordered evacuation of several zones two hours ago. Evacuation almost complete. Six reception/mass care centers established in nearby counties — two already full, Shelter A and Shelter Z. Shelter A evacuees now to Shelter B (1234 Anystreet, Anytown), Shelter Z evacuees now to Shelter Y (4321 First Avenue, Mytown). Three traffic accidents during evacuation. Total of nine vehicles and 27 people. Five people seriously injured and taken to local hospitals. Unsure if any of these people have been contaminated.

Write the body for each of the news release topics: injuries and death; fire and weapons; evacuation and shelters. Remember to keep the sentence structures simple.

*Fire and weapons —
Type here*

Cursor here to see how the body might have been written

Continue ▶

◀ [Back](#)

Chapter 5 Activities:

Writing the Body of a News Release

Review the following grouped information:

Injuries: Three injured, two at hospital, one at clinic. All three showed signs of contamination and received treatment. Two at hospital are in serious condition. One apparent heart attack; the other has third-degree burns. Both males. One at clinic is a female — contaminated, broken arm. No names — families have not been notified.

Deaths: One male. Cause to be determined by autopsy. No name — family has not been notified.

Fire and weapons: Still burning at depot. At least three rockets exploded; several appear damaged. One pallet outside igloo. Door to igloo open. Explosive Ordnance Detachment scheduled to arrive in two hours. Nerve agent still being released.

Evacuation and shelters: XYZ Depot evacuation complete (except for essential personnel). County ordered evacuation of several zones two hours ago. Evacuation almost complete. Six reception/mass care centers established in nearby counties — two already full, Shelter A and Shelter Z. Shelter A evacuees now to Shelter B (1234 Anystreet, Anytown), Shelter Z evacuees now to Shelter Y (4321 First Avenue, Mytown). Three traffic accidents during evacuation. Total of nine vehicles and 27 people. Five people seriously injured and taken to local hospitals. Unsure if any of these people have been contaminated.

Write the body for each of the news release topics: injuries and death; fire and weapons; evacuation and shelters. Remember to keep the sentence structures simple.

*Evacuation and shelters —
Type here*

Cursor here to see how the body might have been written

Chapter 5 Activities:

Writing the Headline (or Topic Line) of a News Release

Consider the following basic news releases that might be issued in the hours after an emergency event and write an appropriate headline or topic line for each. Remember, actual newspaper headlines are almost always dictated by available space.

Type here

Type here

Type here

[Dateline] — A rocket containing nerve agent GB exploded this morning at XYZ Depot. The M-55 rocket exploded at 8 a.m. EST when it slipped from a pallet of 15 rockets. The pallet was being moved as part of routine maintenance operations. Army officials say there is no evidence that any nerve agent will go beyond the boundaries of the installation. Some depot workers are evacuating.

*Cursor **here** to see how the news release might have been headlined*

[Dateline] — A Joint Information Center (JIC) has been established following the accident this morning at XYZ Depot. Representatives from the Army, ABC County and the American Red Cross are available to provide updated information to the news media and the general public regarding the accidental GB nerve agent release and subsequent community evacuations. The JIC can be reached at (555) 555-1234.

*Cursor **here** to see how the news release might have been headlined*

[Dateline] — With the evacuation order lifted, the ABC County animal control officer is advising residents returning home to contact a local veterinarian if their pets appear sick. Residents in communities that border XYZ Depot were evacuated earlier today after nerve agent was detected outside the depot. According to animal control, most pets should be unaffected due to the small amounts of agent released.

*Cursor **here** to see how the news release might have been headlined*

Continue ►

◀ Back

Chapter 5 Activities:

Writing the Headline (or Topic Line) of a News Release

Consider the following basic news releases that might be issued in the hours after an emergency event and write an appropriate headline or topic line for each. Remember, actual newspaper headlines are almost always dictated by available space.

Type here

Type here

Type here

[Dateline] — Communities that border XYZ Depot have been included in an evacuation order following the accidental release this morning of the nerve agent GB. The expanded order was issued after nerve agent was detected outside the boundaries of the depot. A shelter has been established for evacuees at Elm Middle School, 1122 First Street, Anytown.

*Cursor **here** to see how the news release might have been headlined*

[Dateline] — The following is the latest injury update after the accident this morning at the XYZ Depot that resulted in the release of the nerve agent GB:

One depot worker displayed symptoms of exposure; he is being treated at ABC County Hospital.

One depot worker sustained a broken hand; he was treated at ABC County Hospital and released.

One depot worker sustained an ankle injury; he was treated at the depot clinic and released.

*Cursor **here** to see how the news release might have been headlined*

[Dateline] — An office has been established by the Army to address civil claims associated with the chemical accident yesterday at XYZ Depot. The claims office is located in the ABC County Courthouse and is open daily from 7 a.m. to 6 p.m. EST until further notice. For additional information, contact Maj. Leakehe at the claims office, (555) 555-4321.

*Cursor **here** to see how the news release might have been headlined*

Chapter 5 Activities: Writing Quotations for a News Release

Consider the following individuals who might have a role in the aftermath of an emergency event. Develop a quotation based on the different message that each individual wants to communicate.

Depot commander, wants to reassure the public in the early stages after a chemical event on the installation that the agent should be contained on-post.

Type here

State emergency management director, wants to convey the Governor's concern about flooding that has forced the evacuation of 1,500 residents in ABC County.

Type here

Representative from state environmental office, wants to calm residents' fears about the air quality in ABC County as the result of an uncontrolled forest fire.

Type here

*Cursor **here** to see how the quotation might have been written*

*Cursor **here** to see how the quotation might have been written*

*Cursor **here** to see how the quotation might have been written*

More quotations ►

 [Back](#)

Chapter 5 Activities: Writing Quotations for a News Release

More situations for writing quotations...

County emergency manager, wants to inform residents of her county that the sirens that sounded earlier in the morning were a false alarm.

Type here

Representative from state health department, wants to urge residents near a chemical accident site to seek immediate medical assistance if symptoms of nerve agent exposure appear.

Type here

Representative from hospital, wants to update the status of three workers injured earlier that day in a depot accident; the workers are stable, and all injuries are related to fire, not exposure.

Type here

*Cursor **here** to see how the quotation might have been written*

*Cursor **here** to see how the quotation might have been written*

*Cursor **here** to see how the quotation might have been written*

More quotations 

 [Back](#)

Chapter 5 Activities: Writing Quotations for a News Release

More situations for writing quotations...

School principal, wants to ask parents to refrain from trying to pick up their children from school until the shelter-in-place order is lifted.

[Type here](#)

County sheriff, wants to encourage residents in ABC County to use alternate routes until the accident and related hazardous material spill on Highway 111 are cleared and the road re-opened.

[Type here](#)

Cursor [here](#) to see how the quotation might have been written

Cursor [here](#) to see how the quotation might have been written

Representative from voluntary agency, wants to make sure that evacuating residents know a shelter has been opened in the basement of the ABC County courthouse.

[Type here](#)

County animal control officer, wants to remind residents upon returning home from evacuation to check the health of their family pets for signs of chemical agent exposure.

[Type here](#)

Cursor [here](#) to see how the quotation might have been written

Cursor [here](#) to see how the quotation might have been written

Chapter 6 Activities: Sample News Release Review and Sign-Off Sheet

Public Information Release Review and Sign-off Sheet

Please keep with draft and original release at all times

- | | | |
|----------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Release | <input type="checkbox"/> Media Advisory | <input type="checkbox"/> Flyer |
| <input type="checkbox"/> PSA | <input type="checkbox"/> Fact Sheet | <input type="checkbox"/> Backgrounder |
| <input type="checkbox"/> Alert | <input type="checkbox"/> Talking Points | <input type="checkbox"/> Other _____ |

Title: _____

Writer: _____ Ext. _____

PIO/PAO: (name) _____
signature date/time

PIO/PAO: (name) _____
signature date/time

This document has been prepared for release to the news media and/or the public. Please review for technical accuracy and make any changes considered necessary. When finished, please sign and indicate the date and time on the appropriate line. Please return to the Joint Information Center as soon as possible.

date/time name/title signature

date/time name/title signature

date/time name/title signature

date/time name/title signature

date/time name/title signature

Electronic File Name: _____

Date/Time: _____

Chapter 6 Activities: Anticipating Questions and Getting Answers

What questions might a reporter ask after reading a news release? Review the news releases on this and the following pages and write down the questions that a reporter could be anticipated to ask.

Injuries and death —

Type here

Cursor here to see questions a reporter might ask

[Dateline] — One depot employee has died and three others were contaminated and injured during this morning's accident at the XYZ Depot.

Two of the three injured workers are in serious condition and are being treated at a local hospital. One of those men appeared to suffer a heart attack. The other man has third-degree burns. Both showed signs of nerve agent exposure and are being treated for exposure.

The third injured employee, a woman, also showed signs of exposure. She was treated for exposure at the accident site and is currently receiving care at the depot clinic for a broken arm.

Depot officials will release names of the injured and dead when all families have been notified. The cause of death for the worker fatality will be determined by autopsy.

###

Continue ►

 [Back](#)

Chapter 6 Activities: Anticipating Questions and Getting Answers

What questions might a reporter ask after reading a news release? Review the news releases on these pages and write down the questions that a reporter could be anticipated to ask.

Fire and weapons —

Type here

Cursor [here](#) to see questions a reporter might ask

[Dateline] — Nerve agent is still being released into the air and a fire continues to burn after this morning's accident at the XYZ Depot.

Depot officials say one pallet of rockets is outside the storage building. A pallet holds 15 rockets. Three of the 15 rockets exploded and several appear to be damaged.

An Explosive Ordnance Detachment (EOD) is expected to arrive in two hours. Upon arrival, the EOD will... (explain what the team will do when it arrives).

###

Continue 

 [Back](#)

Chapter 6 Activities:

Anticipating Questions and Getting Answers

What questions might a reporter ask after reading a news release? Review the news releases on these pages and write down the questions that a reporter could be anticipated to ask.

Evacuation and shelters —

Type here

[Dateline] — County officials are directing evacuees away from two shelters that have reached maximum capacity. Evacuees who were sent to Shelter A should now go to Shelter B, 1234 Anystreet in Anytown. Evacuees who were sent to Shelter Z should now go to Shelter Y, 4321 First Avenue in Mytown.

There have been three traffic accidents reported during the evacuations. Five people were seriously injured and have been taken to local hospitals. Additionally, 22 other people were injured. It is not known whether any of the injured are showing signs of exposure to nerve agent.

Cursor here to see questions a reporter might ask

###

Chapter 6 Activities: Recognizing Information Gaps in a News Release

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

EST

9:50 a.m. Initial news release from XYZ Depot

10:10 a.m. Initial news release from Gateway County

10:15 a.m. Second news release from XYZ Depot

10:30 a.m. Injury update from XYZ Depot

11:00 a.m. Opening of the Joint Information Center

11:15 a.m. Injury update from the Joint Information Center

12:00 p.m. Injury update from the Joint Information Center

1:00 p.m. Accident update from the Joint Information Center

1:15 p.m. Evacuee update from the Joint Information Center

1:30 p.m. Injury update from the Joint Information Center

5:00 p.m. Information on claims from the Joint Information Center

5:30 p.m. Update regarding animals from the Joint Information Center

9:50 a.m. Initial news release from XYZ Depot

[Dateline] — A chemical incident involving an M-55 rocket filled with GB agent occurred this morning at about 9:30 a.m. EST in the storage area of the XYZ Depot. As a precautionary measure, a Community Emergency has been declared. Residents are advised to turn on their radios and televisions and listen for instructions.

###

Type here:

Cursor *here* to see questions a reporter might ask

To next news release ►

[◀ Back](#)

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

EST

9:50 a.m. [Initial news release from XYZ Depot](#)

10:10 a.m. [Initial news release from Gateway County](#)

10:15 a.m. [Second news release from XYZ Depot](#)

10:30 a.m. [Injury update from XYZ Depot](#)

11:00 a.m. [Opening of the Joint Information Center](#)

11:15 a.m. [Injury update from the Joint Information Center](#)

12:00 p.m. [Injury update from the Joint Information Center](#)

1:00 p.m. [Accident update from the Joint Information Center](#)

1:15 p.m. [Evacuee update from the Joint Information Center](#)

1:30 p.m. [Injury update from the Joint Information Center](#)

5:00 p.m. [Information on claims from the Joint Information Center](#)

5:30 p.m. [Update regarding animals from the Joint Information Center](#)

10:10 a.m. Initial news release from Gateway County

[Dateline] — At 9:30 a.m. EST today, a Community Emergency began at XYZ Depot involving an earthquake and an M-55 GB-filled rocket. Due to the expected effects of this incident, elected officials of Gateway County recommend that all persons living in the affected areas evacuate to the American Legion Hall at 2000 State Street in Capital City.

Persons with any unusual difficulties in evacuating should seek assistance from a neighbor or contact the Joint Information Center at (555) 555-1234. Do not call 911 or dispatch except to report a life-threatening emergency. Stay tuned to the Emergency Alert System for official emergency updates from Gateway County officials. For more information contact the Joint Information Center.

###

*Type here**Cursor here to see questions a reporter might ask*

To next news release ►

[◀ Back](#)

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

10:15 a.m. Second news release from XYZ Depot

[Dateline] — An M-55 rocket fired at approximately 9:30 a.m. EST during a routine operation at the XYZ Chemical Depot. The rocket was filled with GB, a nerve agent. On-site crews are currently making a 12,000-yard circle around the igloo where the rocket was stored in attempts to locate it. Monitoring teams have been dispersed on and off post to determine if any agent has been released. Some areas of the depot were evacuated and operations have been shut down. Gateway County and state officials were notified immediately of the situation and are taking protective measures.

###

EST

9:50 a.m. Initial news release from XYZ Depot

10:10 a.m. Initial news release from Gateway County

10:15 a.m. Second news release from XYZ Depot

10:30 a.m. Injury update from XYZ Depot

11:00 a.m. Opening of the Joint Information Center

11:15 a.m. Injury update from the Joint Information Center

12:00 p.m. Injury update from the Joint Information Center

1:00 p.m. Accident update from the Joint Information Center

1:15 p.m. Evacuee update from the Joint Information Center

1:30 p.m. Injury update from the Joint Information Center

5:00 p.m. Information on claims from the Joint Information Center

5:30 p.m. Update regarding animals from the Joint Information Center

*Type here**Cursor here to see questions a reporter might ask*

To next news release ▶



◀ Back

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

10:30 a.m. Injury update from XYZ Depot

[Dateline] — There are four injuries related to the incident this morning at XYZ Depot, with the exact status of the injured unknown at this time. It is known, however, that two of the injured workers are conscious and two are not. More information will follow as it becomes available.

###

Type here

Cursor here to see questions a reporter might ask

EST

- 9:50 a.m. Initial news release from XYZ Depot
- 10:10 a.m. Initial news release from Gateway County
- 10:15 a.m. Second news release from XYZ Depot
- 10:30 a.m. Injury update from XYZ Depot**
- 11:00 a.m. Opening of the Joint Information Center
- 11:15 a.m. Injury update from the Joint Information Center
- 12:00 p.m. Injury update from the Joint Information Center
- 1:00 p.m. Accident update from the Joint Information Center
- 1:15 p.m. Evacuee update from the Joint Information Center
- 1:30 p.m. Injury update from the Joint Information Center
- 5:00 p.m. Information on claims from the Joint Information Center
- 5:30 p.m. Update regarding animals from the Joint Information Center

To next news release ►

[◀ Back](#)

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

11:00 a.m. Opening of the Joint Information Center

[Dateline] — Due to the incident that occurred this morning at the XYZ Depot, a Joint Information Center (JIC) has been activated. Information will be provided as quickly as possible via press releases. A news conference will be held today at 12:00 noon EST at the JIC concerning the chemical incident.

Army, county and American Red Cross representatives will be available to discuss the details and provide any additional information that is available. News media either may come to the JIC at 2100 Main Street for updated information or call (555) 555-1234.

###

EST

- 9:50 a.m. Initial news release from XYZ Depot
- 10:10 a.m. Initial news release from Gateway County
- 10:15 a.m. Second news release from XYZ Depot
- 10:30 a.m. Injury update from XYZ Depot
- 11:00 a.m. Opening of the Joint Information Center**
- 11:15 a.m. Injury update from the Joint Information Center
- 12:00 p.m. Injury update from the Joint Information Center
- 1:00 p.m. Accident update from the Joint Information Center
- 1:15 p.m. Evacuee update from the Joint Information Center
- 1:30 p.m. Injury update from the Joint Information Center
- 5:00 p.m. Information on claims from the Joint Information Center
- 5:30 p.m. Update regarding animals from the Joint Information Center

*Type here**Cursor here to see questions a reporter might ask*

To next news release ▶

◀ Back

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

11:15 a.m. Injury update from the Joint Information Center

[Dateline] — Two of the four injured workers from this morning's incident have been decontaminated and taken to the depot clinic. The status of the other two individuals is still unknown. For more information, contact the Joint Information Center at (555) 555-1234.

###

Type here

Cursor here to see questions a reporter might ask

EST

- 9:50 a.m. Initial news release from XYZ Depot
- 10:10 a.m. Initial news release from Gateway County
- 10:15 a.m. Second news release from XYZ Depot
- 10:30 a.m. Injury update from XYZ Depot
- 11:00 a.m. Opening of the Joint Information Center
- 11:15 a.m. Injury update from the Joint Information Center**
- 12:00 p.m. Injury update from the Joint Information Center
- 1:00 p.m. Accident update from the Joint Information Center
- 1:15 p.m. Evacuee update from the Joint Information Center
- 1:30 p.m. Injury update from the Joint Information Center
- 5:00 p.m. Information on claims from the Joint Information Center
- 5:30 p.m. Update regarding animals from the Joint Information Center

To next news release ▶

◀ Back

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

12:00 p.m. Injury update from the Joint Information Center

[Dateline] — There has been one more injury reported from the XYZ Depot today, bringing the total to six. The addition is an ankle injury of an employee at the facility. One of the injured being observed at the depot clinic received shrapnel wounds and has been transported to the Capital City Hospital. The remaining two are still at the depot clinic for observation. For more information, contact the Joint Information Center at (555) 555-1234.

###

EST

*Type here**Cursor here to see questions a reporter might ask*

9:50 a.m. Initial news release from XYZ Depot

10:10 a.m. Initial news release from Gateway County

10:15 a.m. Second news release from XYZ Depot

10:30 a.m. Injury update from XYZ Depot

11:00 a.m. Opening of the Joint Information Center

11:15 a.m. Injury update from the Joint Information Center

12:00 p.m. Injury update from the Joint Information Center

1:00 p.m. Accident update from the Joint Information Center

1:15 p.m. Evacuee update from the Joint Information Center

1:30 p.m. Injury update from the Joint Information Center

5:00 p.m. Information on claims from the Joint Information Center

5:30 p.m. Update regarding animals from the Joint Information Center

To next news release ►

[◀ Back](#)

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

1:00 p.m. Accident update from the Joint Information Center

[Dateline] — Of the two pallets, each with 15 M-55 GB rockets located on the apron inside of the storage area at XYZ Depot, one is intact. The other has been accessed by the Explosive Ordnance Detachment (EOD) with the following results: Of the 15 rockets, nine have leaked, two have exploded and four are intact. There is a puddle of agent on the apron. EOD units have completed their assessment and have pulled back, allowing decontamination efforts to begin.

###

EST

*Type here**Cursor here to see questions a reporter might ask*

9:50 a.m. Initial news release from XYZ Depot

10:10 a.m. Initial news release from Gateway County

10:15 a.m. Second news release from XYZ Depot

10:30 a.m. Injury update from XYZ Depot

11:00 a.m. Opening of the Joint Information Center

11:15 a.m. Injury update from the Joint Information Center

12:00 p.m. Injury update from the Joint Information Center

1:00 p.m. Accident update from the Joint Information Center

1:15 p.m. Evacuee update from the Joint Information Center

1:30 p.m. Injury update from the Joint Information Center

5:00 p.m. Information on claims from the Joint Information Center

5:30 p.m. Update regarding animals from the Joint Information Center

To next news release ▶

[◀ Back](#)

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

1:15 p.m. Evacuee update from the Joint Information Center

[Dateline] — Evacuees at the Gateway County High School gym will be there more than 24 hours, according to Gateway County Judge Edgar Degas. Authorities assure that the evacuees are safe and are being provided with food and beverages.

The area is secured with traffic control points staffed by law enforcement officers. Family members and others are advised that the area is off limits and that they should not attempt to pick up family members at the school until further notice.

###

EST

9:50 a.m. Initial news release from XYZ Depot

10:10 a.m. Initial news release from Gateway County

10:15 a.m. Second news release from XYZ Depot

10:30 a.m. Injury update from XYZ Depot

11:00 a.m. Opening of the Joint Information Center

11:15 a.m. Injury update from the Joint Information Center

12:00 p.m. Injury update from the Joint Information Center

1:00 p.m. Accident update from the Joint Information Center

1:15 p.m. Evacuee update from the Joint Information Center

1:30 p.m. Injury update from the Joint Information Center

5:00 p.m. Information on claims from the Joint Information Center

5:30 p.m. Update regarding animals from the Joint Information Center

*Type here**Cursor here to see questions a reporter might ask*

To next news release ▶

[◀ Back](#)

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

EST

- 9:50 a.m. [Initial news release from XYZ Depot](#)
- 10:10 a.m. [Initial news release from Gateway County](#)
- 10:15 a.m. [Second news release from XYZ Depot](#)
- 10:30 a.m. [Injury update from XYZ Depot](#)
- 11:00 a.m. [Opening of the Joint Information Center](#)
- 11:15 a.m. [Injury update from the Joint Information Center](#)
- 12:00 p.m. [Injury update from the Joint Information Center](#)
- 1:00 p.m. [Accident update from the Joint Information Center](#)
- 1:15 p.m. [Evacuee update from the Joint Information Center](#)
- 1:30 p.m. [Injury update from the Joint Information Center](#)**
- 5:00 p.m. [Information on claims from the Joint Information Center](#)
- 5:30 p.m. [Update regarding animals from the Joint Information Center](#)

1:30 p.m. Injury update from the Joint Information Center

[Dateline] — The following is an update on the six personnel injured this morning at the XYZ Depot:

One individual sustained a broken hand and is currently at the hospital.

One individual is displaying agent symptoms and is at the hospital.

One individual received shrapnel wounds to the leg and is at the hospital.

One individual received cuts and abrasions and is at the hospital.

One individual received shrapnel wounds to the arm and is being transported via air ambulance to the hospital in Capital City.

One individual sustained an ankle injury and is currently at the depot clinic.

For more information, contact the Joint Information Center at (555) 555-1234.

###

*Type here**Cursor here to see questions a reporter might ask*

To next news release ▶

◀ Back

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

5:00 p.m. Information on claims from the Joint Information Center

[Dateline] — An office will be established by the Army to address civil claims that could have been caused by the chemical accident at the XYZ Depot. The claims office will be located in the County Courthouse at 7 a.m. EST tomorrow. For further information contact Maj. Leakehe at (555) 555-4321. For other information contact the Joint Information Center at (555) 555-1234.

###

Type here

Cursor here to see questions a reporter might ask

EST

- 9:50 a.m. Initial news release from XYZ Depot
- 10:10 a.m. Initial news release from Gateway County
- 10:15 a.m. Second news release from XYZ Depot
- 10:30 a.m. Injury update from XYZ Depot
- 11:00 a.m. Opening of the Joint Information Center
- 11:15 a.m. Injury update from the Joint Information Center
- 12:00 p.m. Injury update from the Joint Information Center
- 1:00 p.m. Accident update from the Joint Information Center
- 1:15 p.m. Evacuee update from the Joint Information Center
- 1:30 p.m. Injury update from the Joint Information Center
- 5:00 p.m. Information on claims from the Joint Information Center**
- 5:30 p.m. Update regarding animals from the Joint Information Center

To next news release ►

[◀ Back](#)

Review the following news releases that might appear throughout one day of an incident. Read each news release and identify questions that a reporter could be expected to ask upon receiving the news release. (To jump to a specific release, click on the title.)

EST

9:50 a.m. Initial news release from XYZ Depot

10:10 a.m. Initial news release from Gateway County

10:15 a.m. Second news release from XYZ Depot

10:30 a.m. Injury update from XYZ Depot

11:00 a.m. Opening of the Joint Information Center

11:15 a.m. Injury update from the Joint Information Center

12:00 p.m. Injury update from the Joint Information Center

1:00 p.m. Accident update from the Joint Information Center

1:15 p.m. Evacuee update from the Joint Information Center

1:30 p.m. Injury update from the Joint Information Center

5:00 p.m. Information on claims from the Joint Information Center

5:30 p.m. Update regarding animals from the Joint Information Center

5:30 p.m. Update regarding animals from the Joint Information Center

[Dateline] — Dr. John Doe, Gateway County animal control officer, has advised residents of the evacuated areas that he believes their pets are probably safe, even if they were left at home. Dr. Doe said that in his opinion air conditions are such that most pets should have received little, if any, contamination.

However, if animals are found sick or dead upon returning home, evacuees should contact Dr. Doe at 555-1111 for additional information. “Do not touch your animals if they seem sick or are dead,” Doe said. “Let the experts take care of them. We will come to your house to dispose of dead animals or treat sick ones.”

###

*Type here**Cursor here to see questions a reporter might ask*

Chapter 6 Activities:

How to Screen News Media Stories

What to check in news stories?

- ✓ **Facts.** Are the facts accurate?
- ✓ **Conclusions.** Are the conclusions warranted and accurate? If not, will those conclusions endanger the public? For example, an errant conclusion about evacuations must be responded to immediately.

What to check news stories against?

- ✓ **Information released through the JIC/JIS.** Those reviewing news media stories should be familiar with all information disseminated through the JIC/JIS.
- ✓ **Information verified through the Emergency Operations Centers.** The news media will get information from sources outside the JIC. The media monitors may need to contact an Emergency Operations Center to verify the accuracy of a fact in a particular story.
- ✓ **Subject matter experts.** Since media monitors will not be authorities on every story they review, on occasion they will need to check with subject matter experts when the issue is of a technical nature.
- ✓ **Time.** When was the story released/run? Were these facts true or believed to be true at that time? Are they still true? Should an update be issued?

What is being looked for?

- ✓ **Meaningful inaccuracies.** Is there a mistake that matters enough that it should be corrected right now?
- ✓ **Information gaps.** Is there something that the JIC should be addressing?
- ✓ **Public fear, doubt, misperception.** Has the JIC addressed immediate public concerns? Are there any issues that should be addressed more fully?

What to do when a problem is identified?

1. Fill out the form that identifies the time of the report, the news source and the area of concern.
2. Pass the form to the appropriate PIO/PAO in the JIC.
3. The JIC decision-makers will decide whether and how to respond.

Chapter 6 Activities:

Writing a Media Monitoring and Analysis Report

The date is September 6, 2002. Since yesterday, a number of stories have appeared in the news media regarding a possible intruder reported at the Deseret Chemical Depot. The Tooele JIC was activated following the incident, and now the county PIO has asked that a report be prepared summarizing and analyzing the news media coverage during the last two days, including key trends and issues. Review each of the 11 stories included here and prepare a media monitoring and analysis report. For a refresher, look at the [sample media monitoring and analysis report](#) before beginning.

Click on the headline to review each story.

CNN, September 5, 2002: [In Utah, intrusion shuts down nerve agent depot](#)

The Associated Press, September 5, 2002: [Possible intruder reported at Deseret Chemical Depot](#)

The Associated Press, September 5, 2002: [Anniston operations normal amid Utah alert](#)

Tooele Transcript Bulletin, September 5, 2002: [Terrorist alert sounds, but intruder not found](#)

Deseret News, September 5, 2002: [Possible intruder triggers depot alert](#)

Deseret News, September 6, 2002: [Depot back to normal after intruder scare](#)

The Salt Lake Tribune, September 6, 2002: [No trace of intruder at chemical depot; Army sounds "terrorist alert," boosts security around storage facility after apparent breach](#)

Agence France Presse, September 6, 2002: [US chemical agent depot on terrorist alert following intrusion](#)

Tri-City Herald, September 6, 2002: [Utah depot intruder raises questions at Umatilla](#)

The Anniston Star, September 6, 2002: [Sighting triggers terrorist warning; Utah alarm does not affect AAD status](#)

MSNBC.com, September 6, 2002: [Clues sought in weapons depot scare; Army uncertain whether person was an intruder or an employee](#)

Click here to see how the media monitoring and analysis report might have been prepared

*To write the media monitoring report:
Access your regular computer interface and your word processor by pressing the Menu Bar control at the bottom of the page. When finished, return to the NewsWriter window and press the Menu Bar control again.*

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

CNN
September 5, 2002

In Utah, intrusion shuts down nerve agent depot

Breaking news now out of Tooele, Utah. This just in to CNN. A bit of a scary story, that is.

And that is a possible intruder at a chemical depot. Officials at the Deseret Chemical Depot, which stores and destroys nerve agents, sounded its terrorist alert warning this morning after a possible intrusion.

What we know is the alarm sounded at about 9:24 a.m. and operations have stopped. Employees are on standby.

The depot is 12 miles south of Tooele and 45 miles southwest of Salt Lake City.

"The Associated Press" goes on to report that this depot stores chemical and nerve agents such as mustard gas. The depot has been destroying its stockpile of deadly and chemical weapons since 1996. Earlier this year, the depot finished destroying the largest stockpile of Sarin nerve gas in the U.S.

Right now, we're told that we can't get comment from the spokeswoman there at the chemical depot.

But once again, a possible intruder at the Deseret Chemical Depot in Tooele, Utah, an area that stores chemical and nerve agents such as mustard gas and has been working to destroy the stockpile of deadly chemical weapons since 1996.

The Associated Press
September 5, 2002

Possible intruder reported at Deseret Chemical Depot

TOOELE, Utah (AP) — Officials at the Deseret Chemical Depot, which stores and destroys nerve agent, sounded a terrorist alert Thursday morning after a possible intrusion. Only one person was spotted within the heavily guarded perimeter, said Sheila Culley, joint information command center manager. It's not yet clear if this person has been caught.

The alarm sounded at 9:24 a.m., and operations have been stopped.

The possible intruder was within the fenced area between the stored chemicals and the outer perimeter. Chris Kramer, public information officer with the Utah Department of Public Safety, said the person was seen about one mile north of the incinerator.

In Washington, a senior administration official played down the incident, saying there was no evidence that anything was stolen or that terrorism was involved. The alarmed was triggered after somebody reported seeing a trespasser on the premises.

The depot is about 12 miles south of Tooele and 45 miles southwest of Salt Lake City. It stores

chemical and nerve agents such as mustard gas. The depot has been destroying a stockpile of deadly chemical weapons since 1996.

A spokeswoman for the depot was not immediately available for comment or further information.

Wade Mathews, with the Tooele County Emergency Management, said sheriff's deputies have setup a roadblock around the depot.

The Utah Department of Public Safety was using a helicopter to help look for the possible intruder. There have been no evacuations of the depot or surrounding areas, he said. Earlier this year the depot finished destroying the largest stockpile of sarin nerve gas in the United States.

The depot next will destroy 1,300 tons of VX, a more toxic but less volatile nerve agent that has the consistency of vegetable oil. It's contained in mines, rockets, warheads and aircraft tanks designed to spray a deadly mist.

Finally, the depot will move on to 6,100 tons of mustard gas, a blister agent that can dissolve tissue on contact.

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

The Associated Press

September 5, 2002

Anniston operations normal amid Utah alert

ANNISTON, Ala. (AP) — A terrorist alert at a chemical weapons storage site in Utah did not prompt added security Thursday at the Anniston Army Depot, where more than 2,200 tons of nerve agents are housed.

Depot spokeswoman Cathy Coleman said nothing else could be done to secure the east Alabama facility, where National Guard troops have been stationed since the Sept. 11 terror attacks to keep out intruders.

Munitions are stored in locked, earth-covered concrete igloos shrouded by trees at the depot, which also has fences and elaborate motion-sensing equipment.

“There are all kinds of mechanisms to keep people from getting into the igloos,” Coleman said.

A terrorist alert sounded Thursday at the Deseret Chemical Depot near Tooele, Utah, after a possible intruder was reported. There were no reports of tampering with the weapons stored in the complex.

At the Anniston site, where a new incinerator has been built, the Army plans to begin burning its stockpile of chemical weapons next month, although state officials have raised issues that may delay the start.

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

*Tooele Transcript Bulletin
September 5, 2002*

Terrorist alert sounds, but intruder not found

The Terrorist Alert Warning at Deseret Chemical Depot was sounded Thursday morning in response to a possible intrusion within the fenced area between the chemical storage area and the outer perimeter fence. But as of press time, the individual had not been found and DCD officials said it is believed the person is no longer on the grounds.

An individual was spotted by Utah National Guardsmen currently stationed at DCD while on regular patrol of the grounds, stated DCD Commander Col. Peter Cooper in a late-afternoon press conference. The individual was just inside the outer boundary of DCD, which is outlined with barbed-wire fences and no trespassing signs, and indicates the beginning of federal property.

From 400 to 500 meters away, four soldiers on two separate patrols spotted an unidentified individual dressed in black clothing around 9:24 a.m. in the "Cemetery Ridge" area of DCD's outer boundaries. The guardsmen were in a Humvee and called for the individual to stop, but the person ran toward Ophir Creek, and has not been seen since, Col. Cooper said.

"An incident like this has never happened before and we treat it very seriously. The people of Utah should be proud of their National Guard because they handled the situation correctly," he said.

Although no weapons were used, there are armed soldiers and law enforcement officers from the state and county assisting in the search for the "possible intruder," including helicopter surveillance.

Col. Cooper said he is not "embarrassed about the soldiers not being able to find the intruder," he believes they have responded appropriately, although he would like to find out additional information regarding how the individual got away from the guards.

"We are going to continue to search to make sure no unauthorized person is on the property, but we are pretty sure we have cleared the depot. We have no indication the individual is still there," he said.

When the intruder was spotted, the soldiers notified DCD officials and the Terrorist Alert Warning was sounded. Employees were ordered to report to their supervisors for a count, and all operations were stopped.

"Depot operations have been stopped and employees are in standby status. Depot security forces responded immediately and continue their search for the individual.

The chemical weapons storage area is secured and there has been no breach of security in this area. There is no danger to surrounding communities or the installation workforce," according to the DCD press release.

The road to DCD, Sparks Rd. off of SR-73, was also blocked Thursday morning by National Guardsmen who were already on duty at the DCD. Diesel trucks have been waiting at the gate since 10 a.m.

The road block will continue, but Col. Cooper said DCD is in the process of going back to normal operations, in which approved vehicles may be allowed into DCD gates, and employees would be able to leave the facility.

Tooele County Emergency Management activated the Joint Information Center (JIC) located at the Tooele Army Depot, to serve as the central point for the release of information, and DCD Security and emergency officials are on the highest alert as a result of the DCD situation.

National Guardsmen have provided additional security for DCD since October of last year, after the terrorist attacks of Sept. 11, 2001. This is the first time the soldiers have witnessed any suspicious activity around DCD.

DCD stores most of the nation's stockpile of chemical weapons, including VX and mustard gas. The Tooele Chemical Weapons Disposal Facility, located at DCD, has been destroying weapons since 1996, and has currently been shut down pending an investigation of worker exposure to residual GB (sarin) agent in July.

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

Deseret News

September 5, 2002

Possible intruder triggers depot alert

A possible intruder was spotted Thursday at Deseret Chemical Depot, where a huge stockpile of chemical-warfare agents are stored. The incident triggered the depot's first "terrorist alert" warning.

The individual was seen in a fenced area between the chemical storage area and the depot's outer perimeter fence. The alarm was issued at 9:24 a.m.

Besides storing the stockpile of chemical-warfare agents, the depot houses the Tooele Chemical Agent Disposal Facility, the incinerator that has been destroying nerve agent since August 1996.

"They haven't located the individual yet," said Alaine Southworth, spokeswoman for the depot, located near Stockton, Tooele County.

Depot operations were curtailed as soon as the alert was sounded and officers began searching for the possible intruder. As of 11:40 a.m., when Southworth talked with the Deseret News, normal activity was still halted.

Besides the depot's own security forces, joining the search were Tooele County sheriff personnel and officials from state law enforcement.

Chris Kramer, spokesman for the Utah Department of Public Safety, said the department was assisting by lending a helicopter to the search.

So far, the incinerator has eliminated the Utah stockpile of sarin nerve agent, or GB, amounting to 12 million pounds. It is preparing to destroy VX nerve agent.

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

Deseret News
September 6, 2002

Depot back to normal after intruder scare

Normal operations resumed today at Deseret Chemical Depot near Stockton, Tooele County, following a “terrorist alert,” sweeps and heightened security triggered by the sighting of a possible intruder.

“We discovered that the person was no longer on the installation,” depot spokeswoman Elaine Southworth said Friday. “The sweep of the area and the search confirmed that.”

No terrorist attack was launched, and local residents were safe, officials said. “It has turned out that this is just an intruder,” said the depot’s commander, Col. Peter C. Cooper.

But the sighting remains a mystery.

Thursday morning, four Utah National Guard soldiers spotted the person just inside the 7-foot barbed-wire fence that marks the depot boundary. The location was Cemetery Ridge, about a mile from the country’s largest chemical weapons storage area.

“When the patrols turned toward that intruder, who was dressed in black, he ran off toward Ophir Creek,” said Cooper, who briefed reporters Thursday at the nearby Tooele Army Depot.

“He never got close to the chemical storage area at all.”

Cooper said four soldiers were in two separate patrols, “patrolling in the vehicle we call the Hummer (Humvee).”

The patrols were between 1,300 feet and 1,650 feet from the figure, too far to tell if it was a man or a woman. “There was no communications at all. Once the patrol turned toward him, he ran away,” Cooper said.

At 9:24 a.m., for the first time ever, the depot sounded its “terrorist alert warning system.” Military security, joined by Tooele County, state and federal law enforcement, began an intensive search with a helicopter, dogs and Humvees armed with machine guns. They set up roadblocks and scoured the depot.

Work halted, and employees reported to their supervisors. The depot was locked down until the afternoon, when nonessential personnel were allowed to return home.

The search ended about 8 p.m., “and there were no additional sightings,” Southworth said.

During the press conference, Cooper said, “At this time we cannot confirm an intruder. It has been a reported sighting only. We treat all incidents like this very seriously.”

The storage area is surrounded by much stronger security than the outer fence. It has a tall double fence, with guards keeping watch.

How the intruder got inside the outer fence is a mystery, as no break was found in the wires. Also, Southworth was not aware of any vehicle being found that an intruder might have used.

Asked how an intruder could disappear after the first sighting, Wade Mathews of Tooele County Emergency Management said, “There’s a lot of foliage out there.” Ophir Creek is lined with willows, he said.

Southworth said it was impossible to know if the “intruder” actually was someone from the depot who was in the wrong area, but everyone on the depot was accounted for after the warning. The facility has 450 employees, plus military security whose numbers are not released, contractors and employees of the Tooele Chemical Agent Disposal Facility.

The disposal facility, the Army’s \$1 billion incinerator, has been destroying the chemical weapons stockpile since 1996. It recently completed destruction of GB nerve agent, then suspended burning while it retools to destroy VX nerve gas weapons.

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

The Salt Lake Tribune
September 6, 2002

No trace of intruder at chemical depot

Army sounds “terrorist alert,” boosts security around storage facility after apparent breach

A black-clad intruder on foot came within a mile of the nation’s largest stockpile of chemical weapons Thursday.

Then he disappeared into broad daylight.

That is about all Army officials know — or are saying — about a breach of security that appears to be the most serious in the history of the 60-year-old Deseret Chemical Depot, 12 miles south of Tooele.

Still, in a brief news conference Thursday afternoon, the Army attempted to put a positive spin on the incident, saying the public never was in danger and that security worked the way it was supposed to.

“I’m not embarrassed at all,” said Col. Peter Cooper, the depot’s commander.

The incident began about 9:20 a.m., when a pair of two-man Utah National Guard patrols in Humvees spotted a person in black clothing walking on “cemetery hill,” a pioneer-era burial ground in the middle-north section of the 16-square-mile military reservation.

About 400 yards away, the patrols turned their vehicles toward the intruder, who fled west out of sight.

The heavily armed patrols were unable to confront or communicate with the intruder, Cooper said, or to ascertain the intruder’s height or weight.

“We’re not sure who he is or what he was,” Cooper added.

After the patrols reported the intruder, the depot sounded a “terrorist alert,” its first-ever, at 9:24 a.m., effectively locking down the chemical weapons depot, where more than 450 employees were working Thursday. Civilian and military emergency units mobilized to the alarm.

Tooele County sheriff’s deputies set up roadblocks on State Roads 73 and 36.

Soldiers in full gear, on all-terrain vehicles and machine-gun-topped Humvees, were dispatched to the perimeters of the chemical depot as well as the nearby Tooele Army Depot, about 10 miles to the north.

By early afternoon, employees were allowed to exit the chemical depot.

Cooper had no explanation for how an unauthorized person appeared in a part of the chemical depot that is seldom frequented by authorized personnel.

There were no obvious signs that the approximately 8-foot barbed-wire fence surrounding the depot had been breached.

The colonel also could not explain how the person disappeared.

But Wade Mathews, spokesman for Tooele County Emergency Management, theorized the intruder could have hidden in the thick brush that grows along Ophir Creek or other annual streams that run through the depot.

“There is a lot of foliage in Ophir Creek, willows where he could be easily concealed,” Mathews said.

Officials do not know whether the intrusion is an inside job or the work of an outsider. A daylong search of the vicinity surrounding the chemical depot provided no clues or abandoned vehicles, said Tooele County Sheriff’s Lt. Lynn Bush.

Searchers with dogs, and at one point a helicopter, scoured the depot and its perimeter most of the afternoon and into the evening.

Despite the breach, Cooper said the public was never in harm’s way because—as far as they know—the intruder never got closer than about a mile to “Area 10,” the chemical storage grounds

Continue ►

◀ [Back](#)

where nearly 14,000 tons, or 42 percent, of the nation's chemical weapons have been stored in earth-covered concrete bunkers.

An incinerator to dispose of the chemicals sits on one corner of the storage facility but is not in operation as crews retool it to accommodate VX nerve gas.

The incinerator, which began operating in 1996, already has destroyed all of the depot's stockpile of GB nerve agent. After it disposes of VX, it will destroy a stockpile of mustard gas, the last remaining chemical, and then will be disassembled.

Small amounts of GB vapor, which is essentially a powerful pesticide, can kill quickly by disrupting the central nervous system. VX is an oily nerve agent that sticks to the skin. Mustard gas causes severe burning in the respiratory system and blistering to the skin.

All of the chemicals are being destroyed in accordance with an international treaty banning such weapons.

Security around the chemical weapons' storage area and incinerator is tight, consisting of two high fences and electronic surveillance.

"We're confident [the intruder] is not going to get in the chemical area," said chemical depot spokeswoman Elaine Southworth.

While life continued as normal in surrounding communities, news of the intrusion was met with some uneasiness.

"It could be scary," said Stockton resident Jolene Hurst, who was visiting the county bookmobile in town Thursday afternoon with her daughters. "You don't know what [the intruder's] intentions are... whether he was going to blow it up."

[Click here to return to Writing a Media Monitoring and Analysis Report activity](#)

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

*Agence France Presse
September 6, 2002*

US chemical agent depot on terrorist alert following intrusion

A top security US chemical weapons depot where deadly nerve agents such as Sarin gas are stored and destroyed was placed under a terrorist alert Thursday after a possible intruder broke into the complex, officials said.

The complex in the western state of Utah, which had been under a heightened security regime following last year's September 11 terror strikes on US targets, is the largest of a handful of such maximum security military-run centers in the country.

"Soldiers from the Utah national guard who were patrolling the depot spotted an unidentified individual 1.5 kilometers (one mile) from the chemical storage area," Colonel Peter Cooper, commander of the Deseret Chemical Depot, told a press conference.

"Forces responded to the sighting and we implemented measures to ensure that the chemical storage area remained secure," he said adding that the terrorist alarm was sounded at 9:24 am (1624 GMT) after a black-clad man was seen inside the base's outer perimeter fence.

Officials said a serious breach of security at a highly sensitive facility could have "extremely serious consequences," but stressed that there was no threat to the facility or the public and that the reported trespasser's motives remained unclear.

Operations at the plant were immediately suspended as a massive security operation was launched at the remote site, about 72 kilometers (45 miles) south of Salt Lake City, which is under military protection.

The base was not evacuated, but the plant was sealed with staff not allowed to enter or leave the facility. Officials said it was unclear how the man managed to cross the base's barbed wire perimeter fence.

Military armored vehicles and a helicopter could be seen patrolling the area around the site Thursday, while local police set up roadblocks around the plant in a bid to track down the suspected interloper.

But hours after the terrorist alert was sounded, military officials could not be absolutely sure that the desert plant's security had been breached.

"At this time we cannot confirm an in-truder," Cooper said. "It has been a reported sighting only.

"We treat all incidents like this very seriously," he said, adding that the suspected intruder had appeared to flee after being spotted by the patrols and that he "never got close to the chemical storage area at all."

The base has destroyed 42 percent of the United States largest stockpile of chemical weapons, including the country's biggest stockpile of Sarin,

the gas used in the a deadly attack on the Tokyo underground in 1995 that killed 12 people and injured thousands, officials said.

The depot, run the by the US Army Chemical and Biological Defense Command and staffed largely by civilian personnel, is also storing and destroying chemical weapons such as mustard gas — a deadly agent that destroys human tissue on contact — and VX gas, another deadly agent.

The alert came just days ahead of the first anniversary of the airborne terrorist attacks on targets in New York, Washington and the eastern state of Pennsylvania and amid a heightened state of alert across the United States aimed at warding off further possible attacks.

Officials began destroying the US chemical weapons arsenal, which have never been used in combat, at the Deseret plant in 1996 under a series of international arms limitation pacts signed by hundreds of countries.

But critics of the chemical weapons incineration programme, which is due to end in 2004 but is behind schedule, have complained that the practice exposed workers and the environment to deadly toxins.

The incinerator at the Deseret depot was shut down in July after two workers were exposed to small amounts of Sarin gas.

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

Tri-City Herald
September 6, 2002

Utah depot intruder raises questions at Umatilla

UMATILLA — An intruder at an Army depot near Tooele, Utah, where stockpiles of deadly VX and mustard agent are stored, has raised security questions at the Umatilla Chemical Depot.

Four National Guard officers patrolling the protective fence at the Deseret Chemical Depot sounded a terrorist alert Thursday morning after a suspicious person was seen near the perimeter. They found no intruder despite helicopter searches and police roadblocks.

Although the patrol guards were armed, no shots were fired, said Rick Newcomb, a spokesman for the Deseret depot. "You don't shoot someone just because you see them. That's not part of the rules of engagement," he said.

The situation at Deseret raises a lot of issues for Umatilla, said Casey Beard, emergency manager for Morrow County.

"The stockpile at Deseret is a lot more remote than ours," Beard said. "Our perimeter fence line is close to K-block (where the chemicals at Umatilla are stored)."

He said he's been concerned about the threat of terrorist activity at the site for a long time.

"We've raised the issue of terrorists threat long before 9/11," he said. "That's why I was glad to see the National Guard augment security at our depot."

Beard was relieved that the stockpile of mustard agent at Umatilla was moved to secure igloos earlier this year. "We had some security concerns about the access to mustard agent, which was being stored in basically a potato shed," he said. "It's much more secure now."

Still, Beard said he will follow the events at Deseret closely. Just like at Umatilla Chemical Depot, there are two fences at Deseret.

The perimeter, or outer fence, is topped with barbed wire and runs the depot's border. The interior fence is topped with razor wire. The Deseret intruder was spotted just inside the exterior fence line.

"Just like Umatilla, we've increased the number of soldiers patrolling the depot," Newcomb said. "But it's a gigantic perimeter. You'd have to stand

soldiers shoulder-to-shoulder to protect the entire fence line."

Deseret has twice as many National Guard patrols as Umatilla Chemical Depot and nearly twice as many security staff.

The Umatilla Chemical Depot covers 20,000 acres and has 3,717 tons of GB, VX and mustard agent.

The Deseret Chemical Depot, about 12 miles south of Tooele and 45 miles southwest of Salt Lake City, covers 19,000 acres, according to The Associated Press. It stores 1,300 tons of VX and 6,100 tons of mustard gas, a blister agent that can dissolve tissue on contact.

Army officials at Umatilla also are following the intrusion at Deseret closely, said Mary Binder, Army spokeswoman.

"We remain at heightened security levels," Binder said. "We are doing everything we can to ensure the safety and security of the stockpile and the community."

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

The Anniston Star
September 6, 2002

Sighting triggers terrorist warning

Utah alarm does not affect AAD status

Security at the Anniston Army Depot remains at post-Sept. 11 levels, unaffected by a possible breach in security Thursday at a heavily guarded chemical weapons stockpile in Utah, officials said.

Officials at the Tooele, Utah facility found no trace of a reported intruder after a terrorist alert was sounded there.

A guard at the facility reportedly spotted an intruder dressed in black on the facility property. The sighting was the first of its kind at the facility and triggered the terrorist alert warning, said Al Procaccio, an Army spokesman at Tooele.

Procaccio said it was unknown whether the intruder, if it was in fact an intruder and not an employee, merely had wandered onto the site or had a motive for being there.

"At this time we cannot confirm an intruder," said Col. Peter Cooper. "Right now we are pretty sure we have cleared the depot. We're not sure if it was an employee who was not in the right area."

Tooele houses the nation's largest chemical weapons stockpile, accounting for approximately 42 percent of the country's aging chemical weapons.

When seen, the intruder was in open desert terrain between fencing that divides the outer perimeter and the concrete igloos that hold the weapons. More than 6,500 tons of aging VX and Mustard agent are stored in the reinforced bunkers.

National Guard soldiers and civilian security guards converged on the site, but could not find the intruder.

"It is still a mystery at this point in time," Procaccio said. "There was someone between the fence perimeters, but we still haven't located anyone yet."

Local law enforcement assisted the military in the search and formed a blockade around the facility.

Incineration of chemical weapons at the Utah stockpile came to a grinding halt at 9:24 a.m. MDT, as workers were placed on stand-by because of the alert. Non-essential personnel were sent home at 3 p.m. MDT, said Marilyn Daughdrill, an Army spokeswoman for the chemical disposal program. She said disposal is scheduled to resume today.

Security at the nation's eight other chemical stockpiles, including Anniston Army Depot, was not affected by the breach.

"The depots remain on the same alert as they were before," said Miguel Morales, Army spokesman for the Soldier Biological Chemical Command, the body tasked with security and safe storage at the stockpiles.

About 10 percent of the nation's chemical stockpile, consisting of VX and Sarin nerve agent and Mustard agent, is stored at the Anniston Army Depot.

As in Utah, the Anniston facility is guarded by civilian security guards and activated National Guard troops. Both forces are trained to thwart terrorist attacks and are aided by an array of elaborate motion-sensing devices.

"This has not caused us to go to any higher

state of alert... since we haven't had anything happen here," said Anniston Army stockpile spokeswoman Kathy Coleman. "The storage has been very secure from the beginning."

About 2,200 tons of nerve agent is stored in 155 earth-covered, concrete bunkers at the depot. "They are very secure," reiterated Coleman.

Army officials plan to destroy the nerve agent in a state-of-the-art incinerator at the Anniston site. Testing on nerve agent-filled rockets is scheduled for October, though the date could be pushed back.

"It is very important that we destroy the chemical weapons as soon as we can," said Army incinerator spokesman Mike Abrams. "We commit to doing that as safely as we can. The facility we have built has been built to do just that...."

"Then we don't have to worry about anything that could cause us to heighten our security."

There has been much local opposition to incineration, the Army's chosen method of destroying the chemical agent. Critics of the Army's plan favor neutralization as the method of disposal, a method that seems to be gaining momentum at sites in Kentucky and Colorado.

Protesters against incineration have organized a march for Sunday at 3 p.m. from the Anniston City Meeting Center on 17th and Noble Street to Zinn Park, where a rally will be held. Speakers include Martin Luther King III and Rev. Fred Shuttlesworth.

Click on headline of story to return to Writing a Media Monitoring and Analysis Report activity

MSNBC.com

September 6, 2002

Clues sought in weapons depot scare

Army uncertain whether person was an intruder or an employee

TOOELE, Utah, Sept. 6 — Army officials were left with only questions Friday after a person spotted inside a high-security depot where chemical weapons are stored vanished without a trace.

Whoever he was, he never got close to the area where nerve gas and other chemicals are kept, officials said.

Operations at the depot, which houses the world's largest stockpile of chemical and gas weapons, returned to normal on Friday, officials said.

A terrorist alert — the first in the Deseret Chemical Depot's history — was sounded Thursday morning, but the depot's commander, Col. Peter Cooper, said the security of the depot was never at risk.

The person, who was wearing dark clothing, fled after being spotted within the heavily guarded perimeter by four soldiers on two separate patrols, Cooper said.

Sheriff's deputies set up a roadblock around the depot after the alarm sounded at 9:24 a.m. and state law officers combed the grounds into the night before calling off their search for the possible intruder.

There was no sign the 8-foot fence surrounding the depot's outer perimeter had been breached, officials said. "At this time we cannot confirm an intruder," Cooper said during a briefing on Thursday. "We're not sure if it was an employee who was not in the right area."

In Washington, a senior administration official speaking on condition of anonymity said there was no evidence that anything was stolen or that terrorism was involved.

The depot is part of the remote Dugway Proving Ground, which stores 42 percent of the nation's stockpile of mustard, VX and GB nerve gas, or sarin.

Its chemical weapons disposal facility has been destroying weapons since 1996, but has been shut down since July pending an investigation of worker exposure to residual sarin, The Tooele Transcript Bulletin reported on its Web site Thursday night.

National Guard troops have augmented military security forces at the facility since shortly after the Sept. 11 terrorist attacks.

Although the incident was considered serious enough that President Bush was notified, Cooper said the public was never in danger because the possible intruder never got near the depot itself. "We're talking about the outer boundary," he said. "We're not talking about the chemical storage area. He never got close to the chemical storage area."

"I'm not concerned about the security of the depot at all," Cooper said.

◀ Back to activity

Media Monitoring and Analysis
September 6, 2002
Tooele Joint Information Center
Tooele, UT

TRENDS AND ISSUES

Extensive coverage in local and national news media regarding potential intruder and subsequent “terrorist alert” at Deseret Chemical Depot, site of nation’s largest stockpile of chemical weapons. Stories emphasize Army claims that public not at risk due to apparent security breach, but also focus on Army’s inability to explain who “intruder” was and how he got away. Lingering issues such as opposition to chemical incineration and safety of workers and environment addressed. Renewed attention on adequacy of security at depot sites in Utah, Alabama and Oregon.

NEWS COVERAGE

Print:

The Associated Press
(September 5, 2002)

1. Possible intruder reported at Deseret Chemical Depot

A terrorist alert was sounded at the Deseret Chemical Depot after a possible intrusion. One person was spotted within the heavily guarded perimeter, and it is not yet clear if the person has been caught. In Washington, a senior administration official played down the incident, saying there was no evidence that anything was stolen or that terrorism was involved. Officials continue to search for the possible intruder. There have been no evacuations.

2. Anniston operations normal amid Utah alert

No additional security has been added at the Anniston Army Depot following a terrorist alert at a chemical weapons storage site in Utah. A depot spokeswoman said that the east Alabama facility was already as secure as possible. National Guard troops have been stationed at the depot since the Sept. 11 terror attacks to keep out intruders. State officials have raised issues that could delay plans to begin burning the stockpile at the Anniston site.

Tooele Joint Information Center/Media Monitoring and Analysis
September 6, 2002
Page 2

Tooele Transcript Bulletin
(September 5, 2002)

1. Terrorist alert sounds, but intruder not found

A Terrorist Alert Warning was sounded after an individual was spotted by Utah National Guardsmen just inside the outer boundary of the Deseret Chemical Depot. The individual has not been found. The chemical weapons storage area is secured and there has been no breach of security in the area. The disposal facility has been closed pending an investigation of worker exposure to sarin in July.

Deseret News
(September 5, 2002)

1. Possible intruder triggers depot alert

The Deseret Chemical Depot triggered its first “terrorist alert” warning after a possible intruder was spotted where a huge stockpile of chemical-warfare agents are stored. Besides storing the stockpile, the depot houses an incinerator that has been destroying nerve agent since August 1996. Local, state and federal security officials continue to search for the possible intruder.

(September 6, 2002)

2. Depot back to normal after intruder scare

Normal operations resumed at the Deseret Chemical Depot a day after the sighting of a possible intruder triggered a “terrorist alert” and heightened security. It was the first time ever that the depot sounded its terrorist warning system. Officials said that no terrorist attack was launched and local residents were safe. The disposal facility is currently inactive as it is retooled to destroy VX.

Continue ▶



Back

Tooele Joint Information Center/Media Monitoring and Analysis
September 6, 2002
Page 3

The Salt Lake Tribune
(September 6, 2002)

1. No trace of intruder at chemical depot; Army sounds "terrorist alert," boosts security around storage facility after apparent breach

A black-clad intruder came within a mile of the nation's largest stockpile of chemical weapons then disappeared into broad daylight. This is all Army officials know — or are saying. The breach appears to be the most serious in the 60-year history of Deseret Chemical Depot. The Army said the public was never in danger, though news of the intrusion was met with concern in surrounding communities. The incinerator that disposes of chemical weapons is currently inactive as it is retooled to accommodate VX.

Agence France Presse
(September 6, 2002)

1. US chemical agent depot on terrorist alert following intrusion

A secured US facility where deadly nerve agents are stored and destroyed was under a terrorist alert after a possible intruder broke into the complex. Officials said the security breach could have "extremely serious consequences," but they stressed that there was no threat to the facility or the public. The chemical weapons incineration program is behind schedule and critics say it is dangerous to workers and the environment. The incinerator was shut down in July after two workers were exposed to sarin.

Tri-City Herald
(September 6, 2002)

1. Utah depot intruder raises questions as Umatilla

After an intruder was seen inside a secured area at the Deseret Chemical Depot in Utah, security questions are being raised at the Umatilla Chemical Depot. Deseret has twice as many National Guard patrols as Umatilla and nearly twice as many security staff. Also, the stockpile at Umatilla is closer to the perimeter fence line than at Deseret. Army officials at Umatilla are following the intrusion at Deseret closely.

Tooele Joint Information Center/Media Monitoring and Analysis
September 6, 2002
Page 4

The Anniston Star
(September 6, 2002)

1. Sighting triggers terrorist warning; Utah alarm does not affect AAD status

Security at the Anniston Army Depot remains at post-Sept. 11 levels and is unaffected by a possible breach in security at the chemical weapons stockpile in Utah. Army officials plan to incinerate the nerve agent at the Anniston site, though testing could be delayed. There has been much local opposition to incineration, and some favor neutralization as the method of disposal. Protesters against incineration have organized a march for Sunday.

Television:

CNN
(September 5, 2002)

1. In Utah, intrusion shuts down nerve agent depot

A breaking news report on a "scary story" in which a possible intruder is reported at a chemical depot in Utah that stores and destroys nerve agents. A terrorist alert warning was sounded with employees on standby.

Internet:

MSNBC.com
(September 6, 2002)

1. Clues sought in weapons depot scare; Army uncertain whether person was an intruder or an employee

Army officials cannot explain how a person spotted inside a high-security depot where chemical weapons are stored vanished without a trace. A terrorist alert — the first in Deseret Chemical Depot's history — was sounded after a National Guard patrol spotted the person. Although the possible intruder was not found, the depot commander said, "I'm not concerned about the security of the depot at all." President Bush was notified of the incident. The disposal facility has been shut down since July pending an investigation of worker exposure to sarin.

[*Click here for additional questions regarding this scenario*](#)

◀ [Back](#)

Additional questions regarding this scenario:

1. How effective was the public information effort following the incident?
2. Did the coverage focus solely on the apparent security breach at Deseret?
3. What issues could the news media be expected to pursue in coming days?
4. Was anything written that would warrant a rapid response?

Cursor [here](#) for answers

Click [here](#) to return to Writing a Media Monitoring and Analysis Report activity

◀ Back to activity

(Courtesy of FEMA)

**Media Monitoring and Analysis Report
(January 31, 2002)
2002 Winter Olympics
Salt Lake City, UT**

FOR INTERNAL USE ONLY

The purpose of this report is to help public safety agencies anticipate, plan for, and respond to safety concerns and issues affecting the public.

TRENDS AND ISSUES

Public health and safety concerns are receiving more attention, as a recent cold snap in Salt Lake has served as a reminder to be prepared for winter weather. Additional stories have appeared on hospital access and a plan to equip rental cars with child safety seats.

NEWS COVERAGE

Print:

*The Salt Lake Tribune — Salt Lake City, UT — www.sltrib.com
(January 31, 2002)*

1. For Information Officers, It's Tough Questions, Careful Answers

With nearly 10,000 media members in town to cover the Olympics, the various law enforcement and other government agencies involved in security are turning to Public Information Officers (PIOs) to tell their story. Some smaller Utah police departments have had to get special training for officers to use them as PIOs. A Joint Information Center in the basement of the state Capitol will serve as the coordination point for all PIOs involved with Olympic security.

2. Chill Out? Utah Does, and More

Winter weather is a concern for Olympic organizers who are trying to spread the word to spectators that they should be prepared for anything. They suggest that viewers use the layering method, which allows people to be ready for virtually any weather conditions.

**2002 Winter Olympics/Media Monitoring and Analysis Report
(January 31, 2002)
Page 2**

*Deseret News — Salt Lake City, UT — <http://deseretnews.com>
(January 30, 2002 afternoon)*

1. Rogge approves of security setup — Leader will preside over IOC meetings before the Games

IOC President Jacques Rogge, arriving in SLC for the Winter Olympics, says that SLOC has made “excellent preparations” for security and that he feels safe. Rogge will be staying at the Olympic Village once the Games begin.

2. U.S. likely to bolster security

Park City’s Main Street will now be patrolled by additional law enforcement officers in response to US Attorney General John Ashcroft’s concern over security plans for non-competition sites. Both UOPSC and the Justice Department downplayed a recent article in The New York Times reporting that Ashcroft had ordered “major changes” to plans after discovering “blind spots.” UOPSC Commander Robert Flowers also refuted reports that additional security training had been mandated saying, “We’re operational right now.”

3. Condom giveaway raises hackles

Upset by Olympic organizers’ plan to distribute condoms at the Athletes’ Village and venue clinic, an Idaho-based anti-abortion group plans to protest outside SLOC headquarters during the Games. SLOC spokeswoman Caroline Shaw says the organizations decision to distribute condoms is a matter of “good public health.”

4. Man charged with trespass

A Salt Lake man has been charged with illegally entering the Olympic Village. US Attorney Paul Winter says, “Everyone needs to understand that each and every breach of security at an Olympic venue is going to be taken very seriously.” The man faces a possible \$5,000 fine and six months in prison.

Continue ▶

◀ Back

**2002 Winter Olympics/Media Monitoring and Analysis Report
(January 31, 2002)
Page 3**

5. Coyotes to get a break during Games

Due to air restrictions imposed during the Games, Wildlife Services will not be able to conduct aerial control runs normally performed during February. Officials say that sitting out for two weeks could have an impact on sheep ranchers and their herds.

*The Daily Herald — Provo, UT — www.harktheherald.com
(January 31, 2002)*

Congregations make way for Games

Several church groups and missionaries will have to change their plans during the Sundays of the Olympic Games. Congregations will have shorter services in an effort to keep open a parking lot that will be used as a park-and-ride lot for the Olympic hockey venue in Provo.

*The Washington Post — Washington, DC — www.washingtonpost.com
(January 31, 2002)*

Security Agencies Challenged By Series of High-Profile Events

Three major events, the Super Bowl in New Orleans, the Winter Olympics in Salt Lake City and the World Economic Forum in New York will provide the first major security challenge since September 11. In Salt Lake, a central command site has been set up and all agencies are receiving intelligence gathered by FBI counter-terrorism agents. This is an improvement from the security effort for the 1996 Olympics in Atlanta.

*The Los Angeles Times — Los Angeles, CA — www.latimes.com
(January 29/31, 2002)*

1. Calif. Task Force Heads to Olympics (1-29-01)

Associated Press reports that California will be sending its Urban Search and Rescue Task Force No. 1, based in Los Angeles, to help with security at the Olympic games in Utah. The team will join five others

**2002 Winter Olympics/Media Monitoring and Analysis Report
(January 31, 2002)
Page 4**

that have been certified by FEMA to respond to incidents involving weapons of mass destruction.

2. Olympian Effort to Handle Homeless (1-31-01)

For a variety of reasons, the Olympics have added to Salt Lake's homeless population. Some of the new homeless have been displaced by landlords seeking increased rent from Olympic visitors, others are job-seekers who failed to find Olympic-related work. Community groups are working hard to serve this new homeless population, and for the first time an Olympic host city is opening an emergency shelter in anticipation of increased homeless people.

Television:

*CBS 48 Hours — National Broadcast — www.cbsnews.com
(January 30, 2002)*

Bob Flowers, a former rural Utah sheriff, is in charge of perhaps the largest security effort ever. More than 8,000 agents from 60 state and federal agencies will be serving the Olympic security effort. In light of the massive security, officials believe the biggest threat is from a lone terrorist, similar to the attack on Centennial Olympic Park in Atlanta. Security at the competition venues is unprecedented, with National Guard troops inspecting vehicles and monitoring those entering facilities.

*ABC (KTVX-TV — Ch. 4) — www.4utah.com
(January 31, 2002)*

5:30 am — A local children's hospital is telling parents that they need to have a plan should their children have a medical emergency during the Olympics. With Olympic-related road closures, access to medical facilities may be more difficult, and if it is an emergency parents should call 9-1-1 to summon an ambulance.

Continue ▶

◀ Back

**2002 Winter Olympics/Media Monitoring and Analysis Report
(January 31, 2002)
Page 5**

*CBS (KUTV-TV — Ch. 2) — <http://kutv.com>
(January 30–31, 2002)*

12:00 pm — 1) Security measures will be increased for the Olympic Rodeo. A new command center will be set up and resources deployed to the site. Security checks will mirror those at other Olympic venues.

2) Ashcroft orders additional security, however, local officials say concerns are minor and that the additional personnel will be used to support efforts at open-air venues.

3) To ensure security during the Games, parking restrictions will be strictly enforced and abandoned cars will be immediately towed.

4) IOC chief Rogge has arrived in SLC. He has met with SLOC officials and says he is happy with preparations made for security.

5:00 pm — 1) Animal rights activists plan to protest the Olympic Rodeo. However, a PETA spokesman says they will avoid causing problems, such as those experienced in Seattle during the WTO conference. Local security officials believe protesters pose a more realistic threat than terrorists. (Repeated on 10 pm and 6am newscasts)

2) Davis County is ready for protesters of the Olympic Rodeo. The Sheriff's Office is expecting several hundred demonstrators and will secure the Rodeo site, Legacy Arena, 24 hours a day. (Repeated on 10 pm and 6 am newscasts)

3) An interview with CBS reporter Erin Moriarity about terrorism and the upcoming piece with Bob Flower on 48 Hours.

*NBC (KSL-TV — Ch. 5) — www.ksl.com
(January 30, 2002)*

12:00 pm — 1) Area hospitals are concerned about the supply of blood during the Olympics. SLC residents are encouraged to donate.

**2002 Winter Olympics/Media Monitoring and Analysis Report
(January 31, 2002)
Page 6**

2) A bill to eliminate the fee for gun purchase background checks has passed the House Judiciary Committee and is moving on for broader review.

3) The Olympic Village is open and ready for athletes. Village Mayor Spencer Eccles says he is confident about security at the facility.

4) A local man has been charged with trespassing at the Olympic Village. He could face a fine of \$5,000 and six months in jail.

5) The New York Times reports that Ashcroft wants additional Olympic security. UOPSC commander Robert Flowers says the concerns were “blown out of proportion.” The primary issue is an open-air venue outside of SLC.

6) One of the major challenges SLOC faces is balancing the need for security with easy access to venues. The Main Media Center was cited for slow processing of visitors.

7) SLOC has designated 5600 West as an official Olympic traffic route. Any abandoned cars will be immediately towed.

6:00 pm — 1) Heads of state and royalty from around the world will converge on Salt Lake during the Games. The governor is hosting many foreign leaders, while others will meet with their countrymen at hospitality sites throughout the city. (Repeated on 10pm and 6am newscasts)

*FOX (KSTU-TV — Ch. 13) — www.fox13.com
(January 30, 2002)*

12:00 pm — 1) Local officials “defended” themselves against security concerns brought to light in a recent New York Times article. If the additional officers are approved, they will come from the Immigration and Naturalization Service.

Continue ▶

**2002 Winter Olympics/Media Monitoring and Analysis Report
(January 31, 2002)**

Page 7

2) A security breach was reported when a local man penetrated the first security perimeter of the Athletes' Village. He was arrested and charged, and could face a fine of \$5,000 and six months in prison.

9:00 pm — 1) A group of protestors at the Delta Center is displeased that condoms are being distributed for free at the Athletes' Village. They say the Olympics are about virtue, not recreational sex. SLOC says the issue is athlete health and safety.

Internet:

*CBC — Canadian Broadcasting Corporation — www.cbc.ca
(January 30, 2002)*

Condoms shouldn't be available in Olympic Village: protestors

Christian activists are protesting the distribution of free condoms within the Athletes' Village. While the IOC does not require it, a SLOC official calls the distribution a "good public health practice."

#

Chapter 6 Activities: Sample Rapid Response Issue Identification Form

RAPID RESPONSE ISSUE IDENTIFICATION FORM

Today's date: _____

Time: _____

Name of media monitor: _____

Date of publication/broadcast: _____

Medium:

☐ newspaper ☐ television ☐ radio ☐ Internet ☐ other _____

Name of news media outlet: _____

If newspaper, section and page number of article: _____

If broadcast, time story aired: _____

Name of reporter: _____

Reporter contact information: _____

Issue: _____

Recommended follow-up: _____

Referred to: _____

Resolution: _____

Chapter 7 Activities: Writing Talking Points

Using Sheehan's "message triangle," develop talking points for an initial statement from the commander in this situation. For a refresher, look at the Sheehan "message triangle" before beginning.

Cursor [here](#) to see how the talking points might have been written

Scenario: A reporter has just contacted the JIC to schedule an interview with the commander on the "deteriorating quality of security at the depot" and how it could affect the chemical agent stored there. From the initial conversation with the reporter, it appears the story may be slanted against the depot based on preconceived ideas. There have, however, been a couple of security problems in the last four months.

Teenagers cut the lock on a remote gate and came inside the property line, though they did not go far and were apprehended by security within half an hour. The teenagers said they were "looking for a place to party." Several employees' cars were

also broken into about a month ago. Depot security personnel conducted an investigation and put an undercover officer in the parking lot. A delivery man was eventually caught breaking into cars and stealing stereos.

The security problems did not involve the chemical limited area or any sensitive material. Nevertheless, there are now increased security measures at the depot, including restricted access for delivery trucks that require destinations to be given to security guards; the recipient of deliveries must call security when the truck is leaving; and security personnel are required to investigate if a delivery truck is not at the gate at a specified time.

[Type here](#)

Chapter 7 Activities: Writing for the Broadcast Media

Based on the following Associated Press article about John Denver's death, write a 60-second broadcast news story. Remember these tips when writing: a minute of news is approximately 150 words or 15 lines of copy; read the copy out loud to hear if it sounds conversational; provide the essential facts. It will be helpful to read the Associated Press story all the way through before beginning.

(To print a hard copy of this page, click [here](#) and in the resulting dialogue box insert "127-128" as the page numbers. Print as usual.)

By DAVID KLIGMAN of The Associated Press (as it appeared in Monday afternoon newspapers)

PACIFIC GROVE, Calif. — John Denver, whose songs “Rocky Mountain High” and “Take Me Home, Country Roads” gained him worldwide appeal and millions of record sales in the 1970s, was killed when his experimental plane crashed into Monterey Bay. He was 53.

“I heard from my sister that yes, he was on the plane. And he has perished,” Teri Martell, whose sister Annie was Denver’s first wife, said today. “He loved flying. He died doing something he loved.”

Martell, her voice breaking, told The Associated Press from her home in Minnesota that she did not wish to discuss the death at length. “I should not be talking to reporters,” she said.

The Monterey County coroner had not yet confirmed his death early today. The body was recovered Sunday from the bay; an autopsy was planned.

The plane, which he owned, was made of fiberglass with a single engine and two seats. It was considered an experimental aircraft, said Pacific Grove police Lt. Carl Miller. It took off

from Monterey Airport shortly after 5 p.m. EST Sunday, with the first reports of a crash at 5:27 p.m. EST. Only one person was aboard.

The plane was flying about 500 feet in the air “when it just sort of dropped unexpectedly into the ocean,” Miller said. “When it hit the water it broke into numerous parts.”

Witness Carolyn Pearl told KCBA-TV that she saw a puff and heard a “popping” sound before the crash. The plane “kind of went up a little bit and absolutely straight down, not spiraling, just absolutely straight down,” she said. I thought it was doing some kind of acrobatic move, or something, and then realized it wasn’t.”

“I saw it hit the water and then a big splash of water come up over it,” said another witness, Linda Shuman. “There was debris everywhere, and the birds were in a frenzy. There were pieces everywhere.”

Denver, a licensed pilot, was in a previous plane accident in April 1989. He walked away uninjured after the 1931 biplane he was piloting spun around while taxiing at an airport in northern Arizona.

“We are all very broken up over this,” said a family friend, Jerry McClain. “The person John was in public was the person he was personally.”

He was born Henry John Deutschendorf Jr., the son of a U.S. Air Force pilot, when his father was stationed at Roswell, N.M. He took his stage name from the premier city in Colorado, where he eventually made his home.

In the mid-60s, he was chosen from 250 other hopefuls as lead singer for the Chad Mitchell Trio as a replacement for the departing Mitchell. But the trio’s best years were behind it by then, and he left in 1969 for a solo career. That same year, his song “Leaving on a Jet Plane” became a big hit for Peter, Paul and Mary.

Soon, Denver’s own records — melodic, light folk-pop with touches of country — began climbing the charts as well.

He scored with songs like “Sunshine on My Shoulders,” “Annie’s Song” (written for his first wife) and “Thank God I’m a Country Boy.” He was named Country Music Entertainer of the Year in 1975.

Fourteen of his albums went gold and eight were ranked as platinum, with more than a million units sold. The LP “John Denver’s Greatest Hits” is still one of the largest selling albums in the history of RCA Records.

His trademark wire-rimmed glasses and handsome smile — sort of a clean-cut hippie who

Continue ►

◀ [Back](#)

could appeal to all generations — made him a winner on countless TV specials. He appeared with Itzhak Perlman, Beverly Sills, Placido Domingo, Julie Andrews, and even Kermit the Frog, in a Christmas special called “John Denver and the Muppets: A Christmas Together.”

Denver tried his hand at movies with a supporting role in the 1977 George Burns comedy “Oh God.” He also appeared in a TV movie “Foxfire,” with Jessica Tandy and Hume Cronyn.

He has strong appeal to overseas audiences as well, with many gold and platinum records in other countries. In 1985, he toured the U.S.S.R. in the first performances by an American artist since the suspension, at the time, of cultural exchanges between the United States and the Soviet Union. He was the first artist from the West to do a multi-city tour of mainland China, in October 1992, and similarly in Vietnam in May 1994.

“Music does bring people together,” Denver once said. “It allows us to experience the same emotions. People everywhere are the same in heart and spirit. No matter what language we speak, what color we are, the form of our politics or the expression of our love and our faith, music proves: We are the same.”

In 1976, Denver co-founded the Windstar Foundation, a non-profit environmental education and research center that works toward a sustainable future for the world.

He also was active in fighting world hunger and had an avid interest in space exploration. He volunteered to go on the space shuttle, not as an entertainer but “as Everyman, as a world citizen.” The explosion of the Challenger in 1986 and the death of the first U.S. civilian in space, teacher Christa McAuliffe, didn’t deter his interest. After all, he said, “It’s a risk to get up in the morning.”

His former manager, Tim Mooney of Aspen, Colo., said Denver sometimes had trouble expressing himself in speech, but “he knew he could deliver with a guitar and his voice.” He recalled that even though he was working during Denver’s concerts, he always thought “he was singing only directly to me.”

He is survived by a son, Zachary, and daughter, AnnaKate, from his first marriage; his second wife, Cassandra Delaney; their daughter, Jesse Belle; his brother, Ron Deutschendorf; and his mother, Erma.

###

To write the broadcast story:

Access your regular computer interface and your word processor by pressing the Menu Bar control at the bottom of the page. When finished, return to the NewsWriter window and press the Menu Bar control again.

[Click here to see how the broadcast story might have been written](#)

This is the story of John Denver's death as it aired on the Monday evening news broadcast of WAFF-48 (NBC). The story was 90 seconds long.

Fans around the world today are reacting with shock after they heard John Denver died in a plane crash.

Born John Henry Deutschendorf, John Denver wrote his first song at the age of 13. His first big break came in 1969 when Peter, Paul and Mary's version of his song "Leaving on a Jet Plane" topped the charts.

Three years later, he recorded the first big hit of his own — "Take Me Home, Country Roads." He went on to record almost 30 albums and had

hits with "Annie's Song" — about his first wife, Anne Martell — "Back Home Again" and "Rocky Mountain High."

(audio of Denver singing: "It's a Colorado Rocky Mountain High. I've seen it rain and fire in the sky.")

In 1975, he was named Country Music Star of the Year. But in time his popularity began to wane. He lost his recording deal and more recently made headlines for driving drunk. But he said he overcame his drinking problems in recent years.

And he bought a home in Carmel to be near his daughter. He used his fame to garner support for numerous environmental causes — performing several benefit concerts. Besides singing, John Denver had a passion for photography and aviation. He was a licensed pilot who yearned one day to journey into space.

Family and friends say the John Denver that you saw in public was certainly the same person he was in private. Denver was 53 years old.

###

[Click here to return to print story](#)

Chapter 7 Activities: PSA Template



[Letterhead]

Emergency Information From:

Organization

Street Address

City, State, Zip Code

For Immediate Release

[Date of release]

[Time of release]

For more information contact:

Name

Organization

Phone Number

Name

Organization

Phone Number

Name

Organization

Phone Number

PUBLIC SERVICE ANNOUNCEMENT:

HEADLINE

Kill date: until further notice

:20 SEC

PSA text

###

Electronic file name

Chapter 7 Activities: Writing a PSA

Use the following information to write a 20-second public service announcement on the availability of disaster assistance (remember to organize the information and focus on what to include and what to ignore).

A special toll-free telephone number is in operation until further notice for area residents affected by the accidental chemical spill yesterday on Interstate 999. The phone number can be used to access a wide-range of state, local and voluntary agency assistance programs, according to the state office of emergency management. Assistance can include help for immediate unmet needs — such as for food, clothing or shelter — as well as reimbursement for out-of-pocket expenses related to the event. John Doe, director of the state emergency management office, said that those affected by the spill and subsequent evacuation may call the toll-free number for immediate

assistance at 1-800-555-1234. The number is open from 8 a.m. to 7 p.m. EST seven days a week, but it will be operational only for a limited time. For losses that may be covered by insurance, affected residents should first contact their insurance company. The Governor designated two counties as state disaster areas yesterday following the accident. The designated counties are ABC County and DEF County, and residents of those two counties are eligible for assistance. Affected residents who do not live in those counties also may be eligible. The chemical spill occurred when a truck carrying hazardous materials jackknifed during heavy rains.

Type here:

*Cursor **here** to see how the public service announcement might have been written*

◀ Back

Chapter 7 Activities: Writing a PSA

Use the following information to write a 20-second public service announcement on the availability of disaster assistance (remember to organize the information and focus on what to include and what to ignore).

Although the Big River has crested in Anytown, local and state authorities are urging residents not to return to their homes or businesses until the city has declared them safe. “People are understandably anxious about the state of their homes. But there are many health hazards to deal with,” said Anytown Mayor Jane Doe. “It may be several days or weeks before residents can come home safely.” Residents who return home now may encounter serious problems, such as: floating hazardous waste; clogged gas and water lines; sink holes in the street; and downed power lines. “Anytown still remains 90 percent covered with

water from the swollen Big River,” said General George Washington of the state National Guard. Washington stressed that the city’s infrastructure is severely crippled, and that most of the streets throughout the city remain closed and unsafe. According to Washington, Anytown officials, not the National Guard, will announce when it is safe for residents to return home. “People should begin the recovery process away from home,” he said. The Red Cross has established a shelter for area residents at County Middle School, 1122 Central Avenue, Middletown. There is also a “Mass Care” mobile kitchen at the shelter.

Type here:

*Cursor **here** to see how the public service announcement might have been written*

Chapter 7 Activities: News Advisory Template



[Letterhead]

Emergency Information From:

Organization

Street Address

City, State, Zip Code

For Immediate Release

[Date of release]

[Time of release]

For more information contact:

Name

Organization

Phone Number

Name

Organization

Phone Number

Name

Organization

Phone Number

NEWS ADVISORY —
NOT FOR PUBLICATION OR BROADCAST

HEADLINE

[Dateline] — News advisory text

###

Electronic file name

Chapter 7 Activities: Writing a News Advisory

Use the following information to write a news advisory that announces the scheduled press conference (remember to organize the information and focus on what to include and what to ignore):

Cursor here to see how the public service announcement might have been written

Yesterday, an accident occurred at the ABC Depot. A news conference has been scheduled for 11 a.m. EST tomorrow, Friday, June 1, 2003. At the news conference, officials from the State Emergency Management Agency, the Army, and the county will discuss the response to the accident and will answer questions about the recovery effort following the Governor's disaster declaration for XYZ County. This is the second time this year that the Governor has declared a disaster as the result of an accident at ABC Depot. The previous incident took place in February. A Joint Information Center (JIC) has been established by the state emergency management office and XYZ County. In the JIC, public affairs representatives from local and state agencies are available 24-hours-per-day to provide critical public safety information to the news media, including information about recommended

evacuation and shelter-in-place actions. The JIC is located at 1234 Maple Street (the Edison Building), Anytown, Anystate, 98765. The news media can contact the JIC at 800-555-1234 (phone) and 800-555-4321 (fax). A separate toll-free number has been established for residents wanting to inquire about assistance: 800-555-1212. That number is operational 24-hours-per-day until further notice. The news conference will take place in the Veritas Media Room at the JIC. The following individuals will participate in the news conference: Georgia Mason, Director, State Emergency Management Agency; Col. John Adams, ABC Depot Commander, United States Army; and James Madison, XYZ County Emergency Manager. The mayor of Anytown, Martha Washington, will not be at the news conference as she is traveling out of state.

Type here:

To next News Advisory exercise ►



Back

Chapter 7 Activities: Writing a News Advisory

Use the same information to write a news advisory that announces establishment of a Joint Information Center (remember to organize the information and focus on what to include and what to ignore).

Cursor [here](#) to see how the public service announcement might have been written

Yesterday, an accident occurred at the ABC Depot. A news conference has been scheduled for 11 a.m. EST tomorrow, Friday, June 1, 2003. At the news conference, officials from the State Emergency Management Agency, the Army, and the county will discuss the response to the accident and will answer questions about the recovery effort following the Governor's disaster declaration for XYZ County. This is the second time this year that the Governor has declared a disaster as the result of an accident at ABC Depot. The previous incident took place in February. A Joint Information Center (JIC) has been established by the state emergency management office and XYZ County. In the JIC, public affairs representatives from local and state agencies are available 24-hours-per-day to provide critical public safety information to the news media, including information about recommended

evacuation and shelter-in-place actions. The JIC is located at 1234 Maple Street (the Edison Building), Anytown, Anystate, 98765. The news media can contact the JIC at 800-555-1234 (phone) and 800-555-4321 (fax). A separate toll-free number has been established for residents wanting to inquire about assistance: 800-555-1212. That number is operational 24-hours-per-day until further notice. The news conference will take place in the Veritas Media Room at the JIC. The following individuals will participate in the news conference: Georgia Mason, Director, State Emergency Management Agency; Col. John Adams, ABC Depot Commander, United States Army; and James Madison, XYZ County Emergency Manager. The mayor of Anytown, Martha Washington, will not be at the news conference as she is traveling out of state.

Type here:

Chapter 7 Activities:

Conducting News Conferences & Briefings

How to Conduct a News Conference

1. Identify someone from the team to act as a master of ceremonies (MC). This person should have experience in media relations and may be one of the spokespersons.
2. Keep it simple. Begin the news conference with the MC explaining the ground rules for how the briefing will be conducted; introduce those who will be participating in the briefing and include the correct spelling of their names. A typed roster of speakers' names and positions also should be provided to the news media.
3. Arrange the spokespersons to appear in the order of the immediate importance of their remarks. For example, during an evacuation the jurisdiction ordering the evacuation should speak first. All spokespersons do not have to make an opening statement, only those with relevant information.
4. Allow for questions once all the spokespersons have made their remarks (unless a speaker cannot stay for the entire news conference). Opening remarks should be as brief as possible, particularly if there are several speakers. The MC can direct questions based on who is responsible for the information requested. For example, the Army representative would talk about on-post actions.
5. Continue the question-and-answer session until there are no further questions or until there is no additional information to share. As the questions slow down or become repetitive, the MC should say, "One final question and then we will have to return to our posts to get additional details for you." After the final question, the MC should close the news conference and announce the schedule for the next session.
6. Once the MC concludes the news conference spokespersons should stop answering questions and return to their work stations.
7. Announce that a JIC representative will stay after the news conference to handle additional questions and requests from the news media.

Chapter 7 Activities:

Conducting News Conferences & Briefings

Spokesperson Preparation

A spokesperson at a news conference must be prepared to provide information that the news media finds newsworthy. This may differ from a layperson's definition of what is newsworthy. In addition to offering a summary about the incident and the response to it, a spokesperson will need to provide information regarding the following:

- ✓ **Causes.** What happened and who or what is to blame?
- ✓ **Effects.** How are people being affected by the accident — injuries, deaths, protective actions, worries, etc.? How are things other

than people being affected? This includes agricultural products, farm animals, pets, the environment, etc.

- ✓ **Actions.** What specific actions are emergency managers and responders taking to bring things under control and re-establish normalcy? Tell these stories in human terms. What specific actions should the general public take? Precisely who should comply and why?
- ✓ **Current status.** How have things changed since the last status report?

- ✓ **Rumors, misinformation, gaps.** Has the JIC identified any information needs that the spokesperson can address? Is there misinformation to be corrected, rumors to be addressed, or gaps to be filled?
- ✓ **Hot questions.** What are the news media asking about and talking about? Find out the answers before going to the news conference.
- ✓ **Unanswered questions.** Was anything promised in the last briefing that has not been provided yet?

Chapter 7 Activities: Sample Media List

A chart like this can be created in a database program like Microsoft Access or AppleWorks.

COLORADO TELEVISION STATIONS

County	City	Station	Subsidiary	News	Phone	Fax	E-Mail	Web	Address	ST	Zip
Pueblo	Pueblo	KTSC-TV 8	PBS	7 a.m. Noon 7 p.m.	(719) 543-8800	(719) 549-2208	ktes@rmpbs.org	www.krma.org	2200 Bonforte Blvd	CO	81001-4901

COLORADO RADIO STATIONS

County	City	Station	Subsidiary	News	Phone	Fax	E-Mail	Web	Address	ST	Zip
Pueblo	Pueblo	KFEL-AM 970	n/a	daily on the hour	(719) 543-7506	(719) 543-0432	kfel970am@aol.com	n/a	3305 N. Elizabeth St.	CO	81008-1158

COLORADO NEWSPAPERS

Newspaper	Published	County	City	Deadline	Circulation	Phone	Fax	E-mail	Web	Address	ST	Zip
Chieftain	daily	Pueblo	Pueblo	day prior	58,000	(719) 544-3520	(719) 544-5897	newsroom@chieftain.com	www.chieftain.com	PO Box 4040	CO	81003

Chapter 7 Activities: Sample Media Contact Tracking Sheet

MEDIA CONTACT TRACKING SHEET

Date of Contact: _____

Type of Contact: _____

☐ visit ☐ phone ☐ interview ☐ information drop

Medium:

☐ newspaper ☐ television ☐ radio ☐ other _____

Media Outlet: _____

Contact/Title: _____

Contact Number: Phone _____

Fax _____

E-mail _____

Web site _____

Notes: _____

Follow-up: _____

Name of PIO/PAO: _____

Chapter 7 Activities: Choosing the Right Tool

Consider the following scenarios, and briefly explain which tool (i.e., news release, talking points, public service announcement, news advisory, news conference or briefing) would be the most effective to use.

An emergency has occurred and the JIC has been activated. The JIC management team wants the news media in the area informed of the JIC activation and the contact phone numbers to reach JIC representatives. The phone numbers are intended for the media's use only.

Type here

The JIC has been receiving a number of calls and inquiries from reporters regarding the symptoms of sarin exposure, treatment recommendations and possible long-term health effects. While the JIC representatives have basic information, the news media are looking for a level of detail beyond what the JIC staff can provide.

Type here

Following the emergency, the American Red Cross has established a number of shelters for displaced residents. There also have been reception centers and decontamination sites set up in communities near the depot. It is important that this information be disseminated to the public as quickly as possible.

Type here

Cursor here to see how this scenario might have been addressed

Cursor here to see how this scenario might have been addressed

Cursor here to see how this scenario might have been addressed

◀ *Back to first series of scenarios*

Chapter 7 Activities: Choosing the Right Tool

Consider the following scenarios, and briefly explain which tool (i.e., news release, talking points, public service announcement, news advisory, news conference or briefing) would be the most effective to use.

Many of the individuals to whom information regarding evacuation routes would be most useful are traveling in their cars. A news release has already been issued, but now officials want to try and make sure that this information reaches these individuals directly via their car radios.

Type here

It has been three hours since the emergency began. The depot commander, the state emergency management director and representatives from area counties are now in a position to provide an update on the emergency response and answer questions from the news media.

Type here

A local reporter has been inquiring about recent security lapses at the depot and whether the current emergency is related. The commander has agreed to an interview request from the reporter, but since this is a new assignment the commander does not know the details of the previous incidents.

Type here

Cursor here to see how this scenario might have been addressed

Cursor here to see how this scenario might have been addressed

Cursor here to see how this scenario might have been addressed

Pointers from Pepsi:

- ✓ Take full responsibility for solving the crisis.
- ✓ Do not point fingers, assign blame or pass the buck.
- ✓ Make your team accountable for a swift and sound resolution of the problem.
- ✓ Communicate fast and communicate often.
- ✓ Work with the media using their timetables.
- ✓ Maintain an open-door policy from day one.

Said Pepsi CEO Craig Weatherup, after the syringe episode in 1993: “We had a unique opportunity to talk to our consumers — through the media. We believe, that when presented with the facts, the American public would recognize the truth and their trust in our products would be restored.”

Chapter 2 Activities: Which Word Do I Use?

✗ Sorry, wrong answer

Click on the correct word in the following statements. Choosing the correct word will make its definition appear above.

- | | | |
|---|--|---|
| 1. What (affect, effect) will this have on my cows? | 9. (Because, Due to, Since) the commander is busy with the response, the public information officer will speak to the media. | 16. (Over, More than) sixteen rockets were destroyed in the explosion. |
| 2. (Although, Though) the plume has passed, people cannot return home yet. | 10. The county commissioner is (beside, besides) the commander. | 17. (Fewer than, Less than, Under) 500 people were evacuated. |
| 3. The Army will (amend, emend) the problem. | 11. Little Rock is the (capital, Capitol) of Arkansas. | 18. The depot lowered all flags to (half-mast, half-staff) in tribute to the workers who were killed. |
| 4. There aren't (any more, anymore) weapons to be destroyed. | 12. The emergency alert system message will be (continual, continuous). | 19. (It's, Its) not sure where (it's, its) toy is. |
| 5. Do you think (anyone, any one) will show up to this meeting? | 13. Search crews could find no evidence of the forklift at the scene. Therefore it is assumed that it was (damaged, destroyed) in the blast. | 20. I think I will (lay, lie) down for a while. |
| 6. (Anyway, Any way), we've got to start the monitoring soon. | 14. That computer takes a 3½" floppy (disc, disk). | 21. The Army will be (liable, libel, likely) for damages from this accident. |
| 7. Workers wear protective clothing to (assure, ensure, insure) their safety. | 15. The response effort went (farther, further) than we expected yesterday. | 22. Monitoring has (proved, proven) that no contamination reached the community. |
| 8. Giving a speech is giving an (aural, oral, verbal) presentation. | | |